

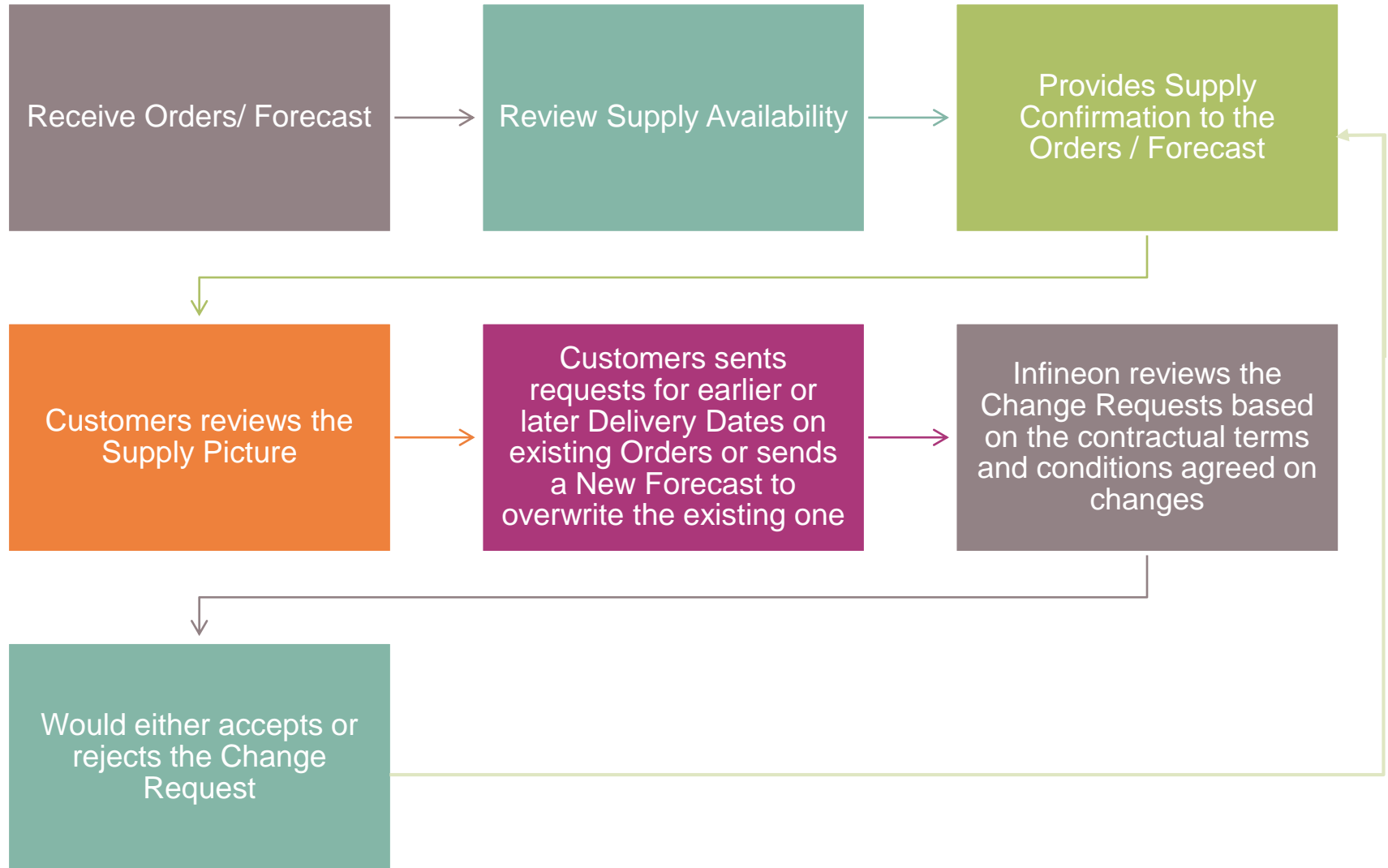
# Understanding Customer Order Behaviour for Better Customer Experience

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# Overall Supply Chain Process at a High Level



# What type of granularity is important to analyze.

## Customer demand

- › Customer's name
- › Region
- › Country level
- › Division ( ATV, PSS, DSS & IPC)
- › Product Line
- › Product no
- › Product classification
- › Order type (**forecast based or standard**)
- › Date of order entry
- › Delivery wish date
- › Quantity (pieces)
- › ...



## Information Analysis

- › How does one change impacts the other products under the same customer or a group of customers?
- › How does market play a part in these changes....
- › Do we see a trend in the customer's change behavior.
- › Can we classify them into patterns?

# Summary : Understanding Customer Order Behaviour For Better Customer Experience

## Objective

- › To gain visibility on the frequent changes to orders by customers and at which point of time the changes are requested.
- › Insights to changes made for forecast based orders
- › To have the ability to understand the customer's ordering and change behaviour

## Scope

- › Data points to be considered:
  - › Historical orders and future orders with key attributes taken into consideration
  - › Rescheduling & Cancellation rules
  - › Lead time information
  - › Order placement behaviour and change frequency
  - › Time horizon of 26 to 52 weeks
  - › Market information (if available)

## Outcome

- ✓ A tool to provide
  - ✓ A deeper understanding on the reliability of the orders placed by the customer
  - ✓ Behavioral pattern at different levels of granularity by region
  - ✓ To enhance better customer experience



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