**VZ – Transformed Online Price Quote Generation & Order Processing System for $175B Technology Firm**

**Business Challenge:**

* Our client – **a fortune 100 $175B technology firm** wanted to solve the following business challenge associated with their B2B pricing and order processing system
  + The pricing & order processing system is used by our client’s national sales team responsible for providing B2B services to our client’s **1000+** B2B customers.
  + This application suffered from two main issues
    - Astronomical wait times (**30+ mins**) for price quote generations for Sales Rep for both Federal & private B2B customers
    - Customers would often wait on the phone or would have to reconnect with Sales Reps after an hour or two to get the pricing quotes.
    - Significant delays in processing orders for these Fortune 500 clients
  + These wait times **(30+ mins/call/customer**) resulted in severe impact on service adoption, customer dissatisfaction & subsequently on, business revenue

**Business Requirements:**

* Our client was looking for a consulting team that could address the following requirements
  + Devise methods to reduce the customer wait times for pricing quotes from 30+ mins to a few seconds
  + Reduce the order processing times by 50%
  + Accelerate service adoption and minimize customer dissatisfaction

**Our Approach & Solution:**

* Creospan provided a team of 4 Consultants (1 Sr. Dev / Delivery Mgr., 3 Developers)
* We adopted the following approach for this client
  + **Conduct consultative sessions** 
    - Our team interviewed business and technology stakeholders to dive deeper into the user needs and challenges
  + **Problem**
    - After analyzing our client’s architecture and code base we learned that the root cause of this problem (astronomical wait times & order processing delays) was associated with significant architectural gaps and inefficient integration of software dependencies
  + **Solution** 
    - **We streamlined the software architecture**
      * Identified gaps in the existing architecture that resulted in wait-times for price quote generation and order processing flows
      * Analyzed the gaps, dependencies and the corresponding wait-times associated with each dependency
      * Devised a method and architectural pattern to minimize XML dependencies by 90%
      * Executed the new architecture and reduced the pricing quote generation wait times from 30+ mins to a few seconds
      * We also reduced the order processing time by 70%

**Business Benefits**

* **Enhanced Customer Experience**
  + Our sales representatives were now able to generate a quote for potential customers in a **few seconds as opposed to 30+ minutes**
  + Also, the order processing time has been reduced **by 70%**
* **Accelerated Service Adoption**
  + Our client started seeing a significant rise in customer adoption of their services post the deployment of this new architecture
* **Maximized Resource Utilization for a team of 100+ Sales Representatives**
  + The sales representatives gained **30% of the time** that was previously invested in follow-ups associated with delays in quote generation and delays in order processing systems

**Technology Stack:**

* Application Development – ConceptWave – JavaScript, SQL, HTML

**Consultant for this case study: Praveen Kari (VZ)**