


Shithi's Customer Stint - Learnings







Presented by: Shithi Maitra, Asst. Manager, CSE
Presented on: 03-Jan-24, Tenure: 20-Nov-23 to 10-Jan-24
Special Thanks to: Anika Hasan, Executive, CSE

Concerned Personnel - Depot Incharge (Dlc)





Nayan, Nur

Executive - Depot Operations (CTG Sales and Outer) • Supply Chain;Logistics


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Out of office


Dear Sender, I am on annual leave till 4th January, 2024 with limited mail access. For any urg... [See More](#)

 **Last seen Yesterday • Out of office until Jan 04**


Work hours: 8:00 AM - 5:00 PM

 9:46 AM - Same time zone as you


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Company
Unilever Bangladesh Limited




Job title
Executive - Depot Operation...



Department
Supply Chain;Logistics

Role Played



- Manages invoice operators
- Facilitates DD requests

Concerned Personnel - Invoice Operators



Hasan, Hasan
Invoice Executive • Supply Chain;Logistics



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	A	B
1	Town Name	Exucution
11	ANWARA	HASAN
12	BANCHARAMPUR	HASAN
13	BANDARBAN	HASAN
14	BARURA	HASAN
15	CHAKARIA	HASAN
16	CHAUDDAGRAM	HASAN
17	COMILLA	HASAN
18	COMILLA OUTER	HASAN
19	COX'S BAZAR	HASAN
20	DAUDKANDI	HASAN
21	HAJIGANJ	HASAN
22	HALISHAHAR	HASAN
23	HATHAZARI	HASAN
24	KERANIHAT	HASAN
25	LAKSHAM	HASAN
26	MATLAB	HASAN
27	NASIRABAD	HASAN
28	RANGAMATI	HASAN
29	TEKNAF	HASAN
30	WATER- CTG	HASAN



Humayun, Humayun
Depot Executive • Supply Chain;SC Customer Service



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	A	B
1	Town Name	Exucution
31	CHAKTAI	HUMAYUN
32	DEWANHAT	HUMAYUN
33	KAPTAI	HUMAYUN
34	KHAGRACHARI	HUMAYUN
35	MURADPUR	HUMAYUN
36	PATIYA	HUMAYUN
37	SANDWIP	HUMAYUN
38	SITAKUND	HUMAYUN



Arafat, Md
Invoice Executive • Supply Chain;Logistics



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	A	B
1	Town Name	Exucution
2	ALEXANDER	ARFAT
3	BASURHAT	ARFAT
4	CHANDPUR	ARFAT
5	CHHAGALNAIYA	ARFAT
6	FENI	ARFAT
7	LAXMIPUR	ARFAT
8	MAIJDEE	ARFAT
9	NOAKHALI	ARFAT
10	RAMGANJ	ARFAT

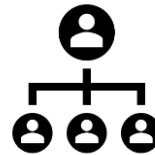
Role Played



- Responsible for invoicing to designated towns
- Comes in contact with TM after CSE approval (eg, load fill)

Concerned Personnel – Area Managers, Territory Manager

Role Played: AMs



- Manages TMs
- Reaches out to CSE on critical issues, eg, allocation >> plan
- Is kept in communication loop in case discipline is compromised
- Typically has multiple TMs reports



Area - 01

Feni

Muztaba Ali, AM



Area - 02

Comilla

Imrul Kabir, AM



Area - 03

Chittagong

Akhtar Hossen, AM

Role Played: TMs

- Responsible for lifting as per PDP and plan from CDOs
- May be assigned to > 1 towns
- Reports to one AM

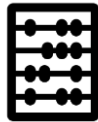


* Although in CTG, Nabinagar and Companyganj are served from Dhaka, and Hatiya from Barisal

Important Files and Reports



PDP Master



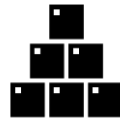
Plan - UBL + UCL Seperate, by Arafath bh., CDOps



Allocation Report - UBL, UCL Seperately by Kader bh., CSE



Replenishment Report, by Kader Bh.



Daily Stock, from Minimax



All Town Confirm Orders, for SNC Saved value and Utilization of Locks



Fund Loss Report, from Allobot (allobot.ubl@unilever.com)



Unutilized Funds, UBL-UCL Seperately from Kader bh.



DR Loss Report, from Allobot (allobot.ubl@unilever.com)

Issue-01: Additonal Manual Orders



Step-1: If 10-20 CS, allowable

Step-2: If more, depot stock should be checked

Step-3: If depot stock plenty, allowable, otherwise drop line

Step-4: Communicate approved manuals to Kader bh. keeping TM in cc

Issue-02: No Allocation Report



Checkpoint-1: Is today a PDP day?

Checkpoint-2: If not, was non-PDP approval taken?

Checkpoint-3: Was fund available?

Case-1: If fund recently made available, a manual lifting may be allowed.

Issue-03: Add/Drop Request



Check DOH from RPL

Drop:

If DOH > 25, drop may be catered if depot workload supports.

Add:

Dropped value can be served if desired SKU is not stock-critical.

Customer Issues (Continued)

Issue-04: Allocation > Plan/SNC Saved



- Check SNC Saved Value from All Town Confirm Orders file
- Confirmed Value must be lifted, the remaining is subject to business criticality
- Confirmed Value will resemble PPO Value if SNC not saved, action must align AM
- Was high SNC issue reported?

Issue-05: SNC Locked



- IT Shawon bh. to be reached out for help
- If unsolved, SNC export will be shared
- The reply will be treated as SNC order qty, with a SNC-default mark for OPD

Issue-06: SNC Extension



- SNC Cutoff may be extended till 04:30 PM provided proper reasoning is offered

Customer Issues (Continued)

Issue-07: Non PDP Lifting



- Approval required from Logistics
- If approval not taken earlier, manual lifting may be allowed under exceptional circumstances

Issue-08: Exceptional Cases of Lifting



- Step-01:** Clear plan communication to CSE from TM
- Step-02:** Clear communication to Depot from CSE mentioning town, depot, plan, reason
- Step-03:** Communication of updated prices against invoiceable materials

Issue-09: Multiple Invoice Files



Solution: Come in contact with DMS Support, after CSE approval

Issue-10: Delayed Fund



- Step-01:** Inform CSE previous evening
- Step-02:** Instruct depot to halt, check fund
- Step-03:** Approve manual

Issue-11: Price not Updated



Context: Distributor margin renewal

Step-01: Ask planner for updated price list

Step-02: Create new material code against updated prices

Step-03: Share with depot and instruct to invoice against updated materials

Scopes for Improvement



Technical:

- Semi automations can be made for depot stock checking

Disciplinary:

- TMs should be more handy with allocation reports, PDPs, SNC
- TMs may consider ensuring a smoother cash flow



Further Queries?

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