Process Use Case Personas – Celonis Kickstarter

Amy
Order Management

Emma
Accounts Receivable

Tom
Procurement

Max
Accounts Payable

Meet Amy, Process Analyst in Order Management

Goals
As Process Analyst, Amy investigates the order management process to find the root causes of inefficient order processing. Her motivation? Making customers happy by delivering orders on time and cutting costs.

Challenges
Unfortunately, this turns out to be more difficult than expected. Amy misses a central view of all orders and their performance. She struggles to prioritize crucial orders. On top of that, manual tasks and tedious rework around order changes and blocks, and cancellations slow her down.

Solution
Celonis x-rays Amy's Order Management process and creates an easy-to-use analysis that gives her complete visibility into how her orders run.

Like Amy, in Order Management, Celonis helps *you* achieve your goals.
• Accelerate order processing time
• Improve on-time delivery
• Prioritize orders intelligently
• Increase touchless order processing

Emma, Accounts Receivable Manager

Meet Emma, Accounts Receivable Manager

Goals
Her overarching goal? Getting customers to pay on time.

Challenges
But something's not right. Invoice processing is slow and often inaccurate. Worst of all, Emma can't see what's causing these issues, their root causes, and how to fix them.

Solution
Celonis gives Emma full visibility into how her open receivables impact company KPIs, like DSO and cash flow. With the process mapped out in her Celonis analysis, Emma can identify patterns of late payments, processing issues, and problematic customers. She spots bottlenecks, and compliance violations, allowing her to troubleshoot and take action immediately.

Just like Emma, Celonis helps *you* reach your goals.
• Improve Days Sales Outstanding
• Accelerate throughput times
• Optimize dunning
• Recover unjustified cash discounts
• Minimize changes and manual effort
• Get full transparency into customer behavior, and
• Leverage touchless invoice processing

Meet Tom, Procurement Lead

Goals
Tom knows that at its best, his business has the right goods, at the right time, in the right quantity, with the right quality, and in the right place.

Challenges
But there is always something getting in the way. Price and quantity changes slow down the process, and manual touches lengthen cycle times and drive up operational costs. The on-time delivery rate and quality are low. While compliance violations like maverick buying are on the increase. Worst of all: Tom has limited insight into which inefficiencies are most hurtful. All this leads to a lot of wasted time, effort, and money.

Solution
Celonis x-rays Tom's procurement process and creates an easy-to-use analysis that gives him full visibility into his process and the root causes behind inefficiencies. Tom recognizes instances and patterns of maverick buying, price, or quantity changes. And he can track supplier performance over time.

Like Tom, in Procurement, Celonis helps *you* achieve your goals.
• Cut costs and increase the rate of perfect PO
• Optimize purchasing spending
• Increase purchasing productivity
• Improve supplier reliability and on-time delivery
• Manage risk
• Ensure compliance

Meet Max, Accounts Payable Team Lead

Goals

He aims to optimize cash flow, improve the on-time payment rate, and realize cash discounts. For Max, efficient and compliant invoice processing is crucial.

Challenges

However, he struggles with unknown process inefficiencies, high volumes of manual work, and poor, siloed data.

Solution

Celonis x-rays Max's Accounts Payable process and creates an easy-to-use analysis that provides Max with the insights he always wished to have.

Just like Max, in Accounts Payable, Celonis helps you to reach your goals.
• Monitor DPO
• Detect late invoices
• Realize cash discounts
• Prevent dunning charges
• Identify manual entry errors or missing invoices
• Spot maverick buying behavior
• Benchmark across all your company codes