ENHANCING OPERATIONS WITH INTELLIGENT PROCESS AUTOMATION (IPA)

CELATON

Dixons Carphone

Dixons Carphone, formally part of The Carphone Warehouse Group, was founded in 1989 and is the largest independent retailer of mobile communications in Europe. It has over 2400 stores and revenues in excess of £10 billion.

THE BUSINESS CHALLENGE

Dixons Carphone, like any fast growing retail business receives huge volumes of electronic and paper based documents from its suppliers, staff and customers on a daily basis. Handling the plethora of incoming information was not only a huge undertaking for their mailroom staff, but also a challenge for the departments needing to process it. There was a lack of visibility and this meant valuable information was getting buried or lost. To make matters worse, the company was doubling in size year on year, putting increasing pressure on existing systems.

"It's not about turning paper into digital documents, it's about extracting

> "*Celaton has established a strong track record with us. Their solutions and expertise represent excellent value for money and return on investment and they tick all of the boxes in terms of functionality, technical excellence and support.*"

Chief Financial Officer

70% Reduction in operational costs

BENEFITS ACHIEVED :

⬢ **Improvement in customer experience**

⬢ **Growth and scale enabled**

⬢ **Clarity and visibility of processes across the business**

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and making the information buried in that paper process valuable to the business, protecting it and delivering it to where it will have value." explained Nick Wilcox, Chief Financial Officer, Dixons Carphone.

THE SOLUTION

Due to the complex nature and size of the Dixons Carphone challenge, it was decided that inSTREAM would initially be deployed in the Accounts Payable department to streamline invoice processing and expanded into other areas of the business as the use case was proven.

All supplier invoices (emails, attachments, post and scans) are received by inSTREAM, which learns the pattern of unstructured content through the natural consequence of processing the document. As a result, inSTREAM is able to read and categorise the document whilst extracting key data and carrying out further tasks such as validation and verification of supplier details, PO checks, currency conversion and other business checks. inSTREAM learns through collaboration with Accounts Payable Clerks by using an intuitive GUI (Graphical User Interface) to show its understanding of the supplier invoice which is validated, or amended by the Clerk if necessary. inSTREAM learns from every transaction processed and as volumes increase, inSTREAM's confidence and accuracy improves.

83% Reduction in time for customer cash back claims

"Celaton's purchase to pay solution delivers complete control and visibility across our business."

Director of Shared Services

Less than six months after the start of the service, Celaton was called on again to apply its Intelligent Automation expertise to the highly sensitive customer cash back offers system that were expected to grow beyond 20,000 items per week. The project was required to quickly cope with significant level of customer demand and is now, thanks to Celaton, functioning with ease having replaced a somewhat clunky process that was previously in place. Nick Willcox said, "Celaton has established a strong track record with us. Their solutions and expertise represent excellent value for money and return on investment and they tick all of the boxes in terms of functionality, technical excellence and support."

" Celaton's solution has touched every part of our business and I proved the company's ability to react to changes in the market whether instigated from inside or externally. This agility means that despite the size of our organisation, we are able to implement and support new offers in an incredibly short time scale."

Chief Financial Officer

THE VALUE

The benefits have been far reaching. inSTREAM can now be found in other areas of the Finance Department, Customer Services, HR and even legal.

Initially, inSTREAM enabled a 70% reduction in operational costs for the invoice and mailroom processes, however since then an 83% reduction in processing time for customer cash back claims has also been achieved. In one example, inSTREAM has reduced a 30 day Cash-back process to 5 days.

The impact of this and the other implementations has a dramatic improvement in customer satisfaction which further impacts on the financial viability of the company. As a result of the implementation, Dixons estimates a significant saving on the Cash-back side of the business, an estimated £400,000 of savings have been achieved primarily due to lower contact rates from customers driven by a shorter turnaround time.

Nick Willcox adds, "Celaton's solutions have touched every part of our business and improved the company's ability to react to changes in the market whether instigated from inside or externally. This agility means that despite the size of our organisation, we are able to implement and support new offers in an incredibly short time scale. And, with greater automation comes improved scalability which is essential in a company where accelerated growth through acquisition is a matter of course. Now, despite the size of our company we are able to respond to our customers as though we were still an SME!"

Each of inSTREAM's many implementations for Dixons Carphone have been carried out to meet a specific business need. This has required Celaton to investigate and understand the company's requirements in some detail and to come up with the relevant solution. On each occasion Celaton has been certain not to over-complicate the process and has delivered cost-effective and efficient