



Giant flooring manufacturer preempts customer impacting events

- Manual decision-making ate up 20-30% of operations time
- Pega tools update customers, provide visibility into orders
- Automation, AI, and predictive analytics boost control, deliveries

The business issue

Over the last 20 years, this Fortune 500 flooring manufacturer's business has adapted to changing customer tastes, expanding to manufacture and distribute both soft and hard surface flooring. However, limited communication with external carriers created reporting blind spots in the company's order management system.

Today's customers expect the same visibility into order status of flooring products shipped by external carriers as they get from an Amazon order. Getting updates in an effortless, timely manner is now necessary to develop brand value and customer loyalty.

With 30-40% of customer service time eaten up by trying to find information on customer order status, this manufacturer needed a massive change.

The solution

To simplify and automate business processes and transactions, Pega provided a digital process automation (DPA) solution. Pega's Customer Experience (CX) Command Center solution provides accurate, fully visible, and organizationally-aligned order status.

The manufacturer now uses a business rules engine to automate and centralize activities. Robotic automation, artificial intelligence (AI), and analytics allow the manufacturer to anticipate issues and redeploy resources across the order delivery lifecycle. The CX Command Center improves control and consistency with standard business rules that can be changed over time.

Pega will phase in system functionality to add an end-to-end view of orders across logistic operations and within the CX Command Center.

The results

The Pega-based CX Command Center gets products to customers faster, without relying on heroic efforts, compromising customer expectations, or negatively impacting the quality of products and services. Specifically:

- **Customers, carriers, and employees have real-time access to updated order status and actions**
- **Customers enjoy simpler, consistently positive experiences with the brand**
- **The manufacturer's entire business ecosystem supports a sustainable brand value**