

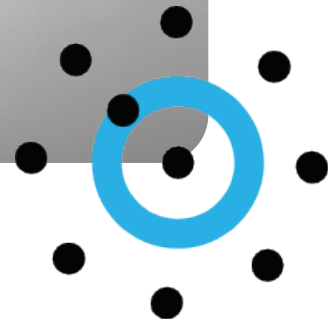
Building a Business Case

Post-Digital Ecommerce Summit



Building a Business Case

- 1 Define business goals
- 2 Identify pipeline for business processes automation
- 3 Determine ROI of automation and alignment to business goals
- 4 Prioritize based on complexity, readiness to execute and payback



Articulate the Business Outcomes

Example Expected Business Outcomes



Financial

- Reduce order processing costs by 50%
- Return 40 headcount hours back to the business
- Revenue growth
- Refunds reduced by 10%

Measures:

- FTE's involved in order processes
- Time to process an order

Process

- Increase number of orders processed per hour by 40%
- Reduce order errors by 90%

Measures:

- Time to process an order
- Number of rejected orders by fulfilment
- Percentage of orders with errors

People

- Reduce order processing costs by 50%
- Return 40 headcount hours back to the business
- Revenue growth
- Refunds reduced by 10%

Measures:

- FTE's involved in order processes
- Time to process an order

Customer

- Increase 5-star reviews by 40%
- Increase repeat orders by 60%
- Reduce customer support tickets by 20%

Measures:

- Positive reviews
- Repeat orders
- Customer ticket volume

Identify candidate pipeline for business processes automation



1

Map out your ecommerce processes & list all applications

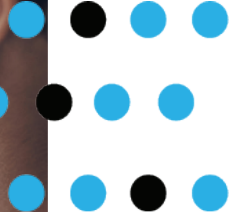
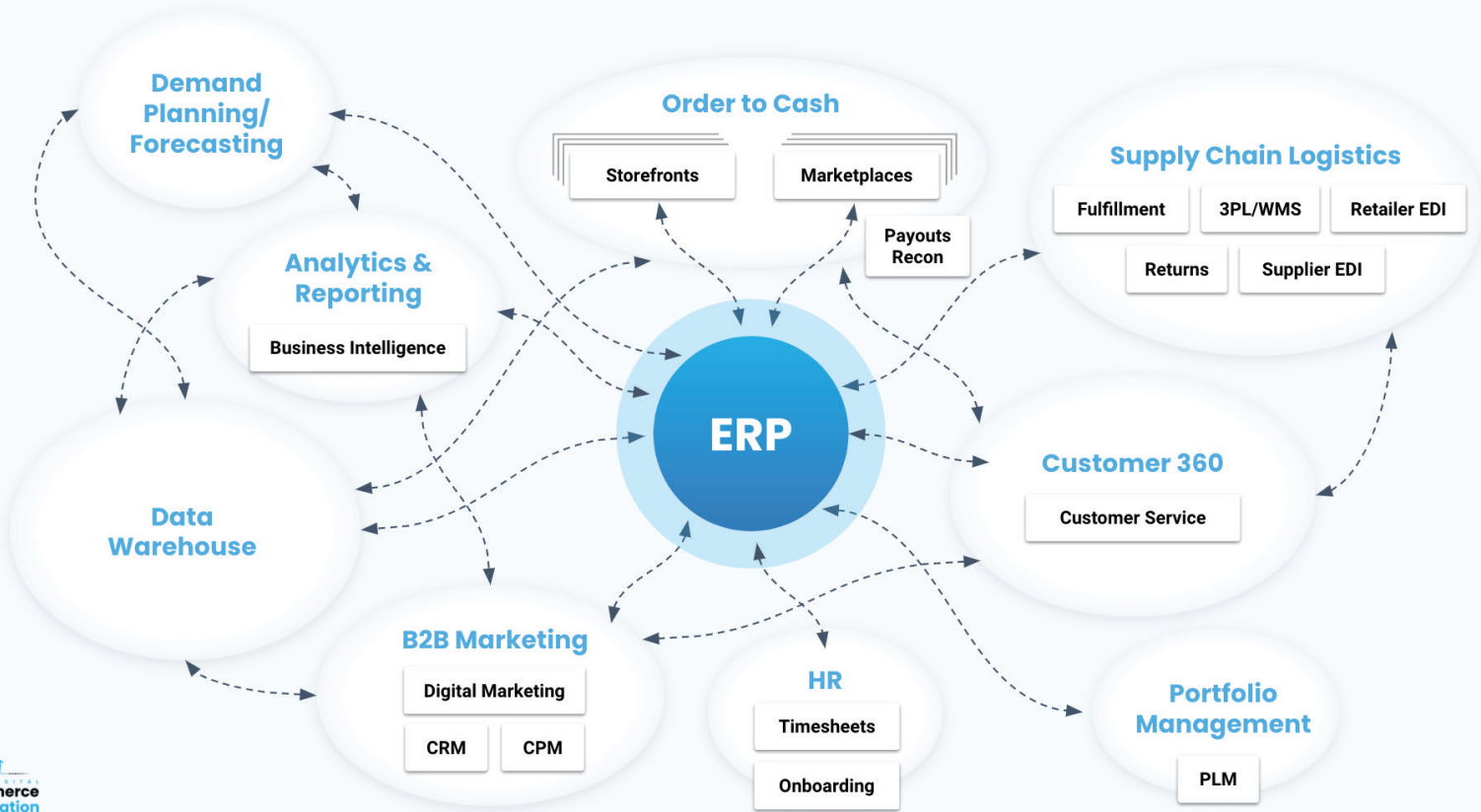
2

Identify bottlenecks and slow downs, human intervention, resource intensive tasks

3

Identify the critical data that must be 100% accurate and timely

Example Tech Landscape



Calculate Cost of Current Process

Financial

- Lost hours to the business
- Cost of refunds due to errors

People

Labor costs

- Current time (total hours) spent performing process x hourly labor costs

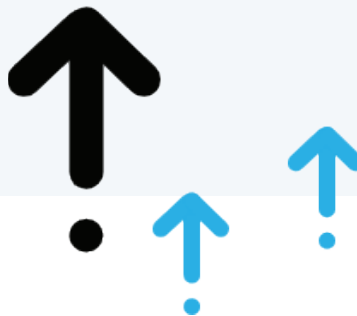
Customer

- Number of refunds due to errors
- Orders canceled due to processing delays
- Lost business from bad reviews

Cost of Current Process



Sum of people, financial and customer impact



Calculate Cost of Automated Process

Financial

- Hours back to the business
- Cost of refunds due to errors
- Cost of automation tool and training

People

Labor costs

- Estimated time (total hours) spent performing process x hourly labor costs
- Cost of maintaining/monitoring integrations

Customer

- Number of refunds due to errors
- Orders canceled due to processing delays
- Lost business from bad reviews

Cost of Automated Process



Sum of people, financial and customer impact

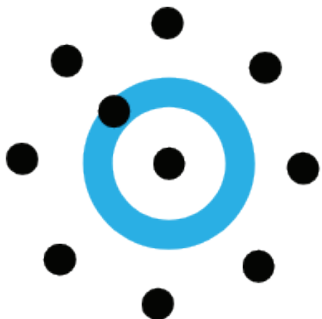
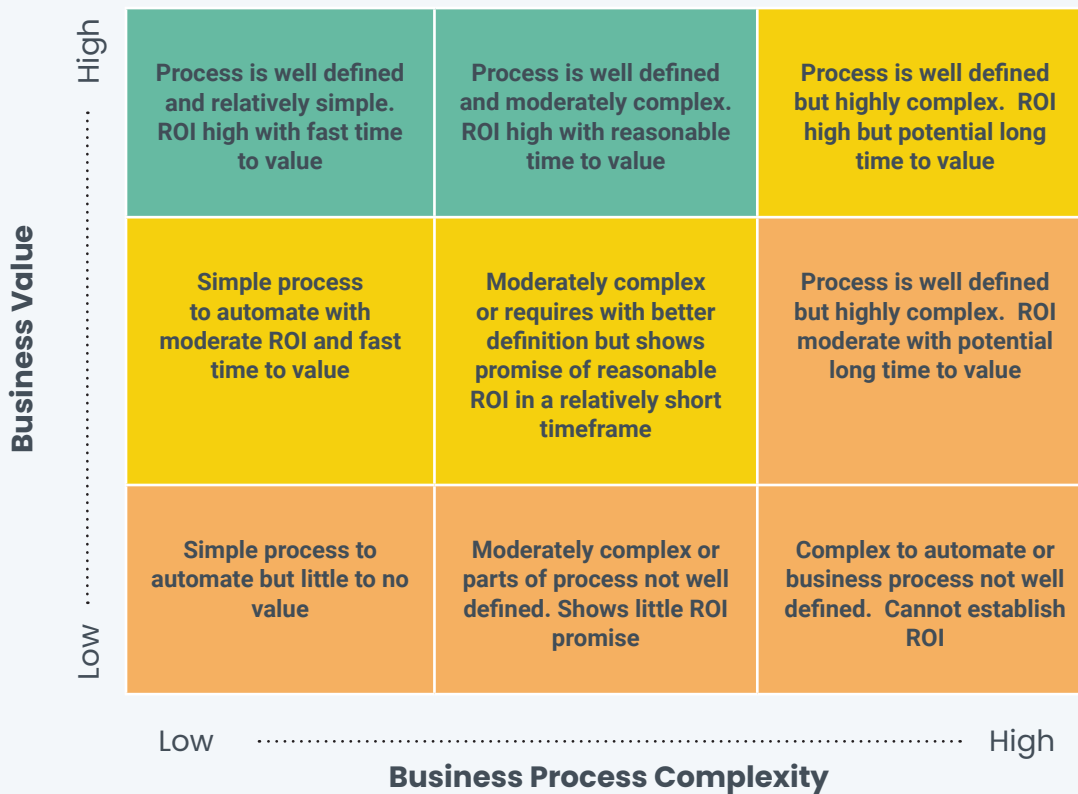
Automation ROI



Difference between current and automated process costs



Map Complexity and Business Value



- Priority
- Consider Next
- Don't Automate Now



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