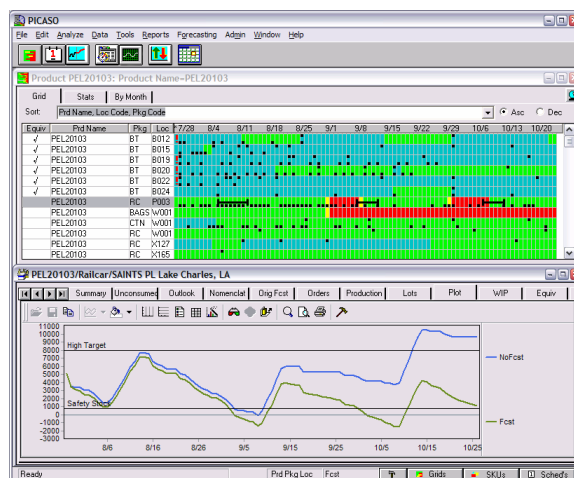


# Customer Service Workstation

The moment of truth – it's when your customer is ready to buy. Are you ready to deliver? In consumer goods and retail businesses, not having the right product on the shelf in the store at the moment of truth means that you have probably lost the customer forever to your competitor. In the B2B chemicals

and retention. At the same time, expediting costs and disruptions to operations can be reduced. Non-optimal shipping is a major source of

margin erosion. Last minute schedule changes cause inconsistent product quality, transition waste, raw material



environment, chemical buyers are more sophisticated in their decision-making. However, they still expect you to meet their requested delivery date. At this moment, the quality of all your supply chain planning back-office activities is revealed:

- How well do we forecast this customer's needs?
- How well do we plan and allocate capacity, resources, and materials?
- How well do we schedule production and distribution?
- How reliably and consistently do we execute?

If the sobering look in the mirror causes your Order Fulfillment Manager to shudder, then WAM Systems is ready to help. Our clients rely on us to help improve customer service, on-time and in-full shipping, and customer loyalty

waste, downtime, and increased energy costs. These are typically the hidden ills of supply chain performance that many business managers are forced to accept as the 'status quo'. Looked at as individual events, these ills are tolerated as the necessary evils of keeping the customer satisfied. However, adding up the combined impact of these events on an annualized basis often highlights a major problem - and a major opportunity.

How long does it take to get back to the customer with a promise date you can live with? If the answer is hours, days or weeks, then your business is risking customer defection as soon as a competitor is able to replicate your offering. Today's chemical buyers demand real-time answers and commitments that are reliable.

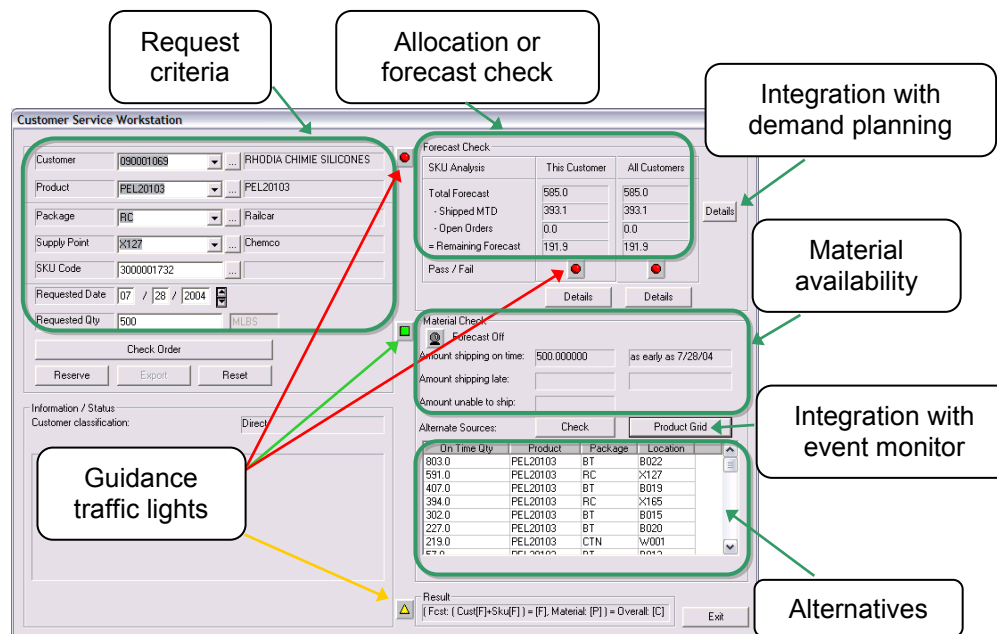
*Today's chemical consumers are more demanding than ever. As the level of service in the consumer-to-business arena goes up, so do expectations for performance in the business-to-business arena. Customers expect that you say what you do and do what you say. They expect agility, responsiveness, and perfect information about your flexibility and options to satisfy their needs – not to mention the lowest price.*



The Customer Service Workstation connects to your ERP system – the system of record for all customer orders and other business transactions – and augments the order acceptance process with rich information. While the CSR is entering a new potential order, Picaso synchronizes the needed inventory status in real-time in the background. Picaso also knows the status of all production and distribution planning and scheduling. It can therefore bring forward useful metrics regarding month-to-date sales for this customer, for all customers, whether the demand was planned for, production scheduled, inventory on hand, etc. The tool supports both make-to-forecast as well as make-to-order environments.

It also suggests alternative supply sources, alternative package forms, and alternative or substitute products. The status indicators use the traffic light metaphor to make specific recommendations for each check including a final or bottom-line indicator. Each of the trigger conditions is configurable by the business and not dependent upon WAM to make any coding changes.

The order acceptance process can be customized via Picaso's flexible screen layouts. Multi-step approval processes which check against sales forecasts, recent deliveries and material availability are graphically displayed. That way, your CSRs have a simple, intuitive and consistent way to answer at the moment of truth.



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*Businesses that fail to recognize the changing expectations in order promising and fulfillment risk customer defection, margin erosion, and loss of market share. In today's chemical marketplace, leveraging supply chain planning processes and technologies to provide market-leading service is a core differentiator.*

*WAM's Picaso can bring this kind of power to your organization. Designed by and for the chemical industry, Picaso was built using the collective experiences of chemical companies the world over. Today, Picaso is the most widely used supply chain planning tool built for the industry. Learn how your company can benefit too.*