Case Study

LTIMindtree Transforms Core Business Processes for a Leading Manufacturer of High-Performance Blenders to Enhance Customer Experience and Reduce Operational Costs

ISG Preface

The stark reality of the COVID-19 pandemic is forcing companies of all sizes to conserve resources, contain costs and reduce risks. Organizations need to tread carefully in the current situation without losing sight of their long-term ability to recover and thrive in the future. Every company needs to simultaneously navigate through short-term pressure and invest now to accelerate the pace of digital transformation. Companies that demonstrate resiliency and sharpen their digital agendas will find a way to come out of the pandemic poised for growth.

ISG continues to remain at the forefront of helping organizations across the world refine their operating strategies in this uncertain environment. As the leading technology research and advisory firm, ISG has helped hundreds of clients clarify their vision, match buyers to the right providers and implement their transformation programs. But, with so much change occurring during these unprecedented times, the Digital Case Study Book is a welcome reading accompaniment that provides refreshing perspectives.

As the world rallies to contain the damage, ISG launches the third edition of the Digital Case Study Book to identify and publish the top examples of how organizations are currently accelerating the use of digital technologies. ISG Research used our research expertise and worked with leading technology companies around the globe, both large and small, to build this unique compendium of compelling case studies that demonstrate real-life business issues.

Each of the 25 transforming organizations featured in this book has a remarkable story to tell. Their case studies present real, unique challenges organizations faced during the shifting tides of rapid technology changes. Partnering closely with technology and service providers, these organizations are achieving incredible results. We hope that you enjoy this book and find the content illuminating and inspirational.

You can visit our website (research.isg-one.com) where you can access the Digital Case Study Book, alongside a world of content and data to support your decision-making.

LTIMindtree Transforms Core Business Processes for a Leading Manufacturer of High-Performance Blenders to Enhance Customer Experience and Reduce Operational Costs

A leading manufacturer of high-performance blenders for consumers as well as the restaurant and hospitality industry was losing its market leadership in North America. It was facing several issues such as an outdated and manual supply chain infrastructure and an overwhelmed customer support staff. The company wanted to tap new consumer market segments, attract new customers and streamline its internal operations to meet the expected increase in demand.

LTIMindtree partnered with the company in its digital transformation initiative with a business consulting-led engagement. Leveraging its Novigo Automation Framework Tools & Accelerators, LTIMindtree identified various processes in supply chain management, finance and accounting, human resources and operations that could be scaled through automation. LTIMindtree implemented a B2C virtual digital assistant solution powered by AI and analytics into the company's B2C website. Available 24/7, this solution can scale at peak times and provides complete support automation for employees and customers. LTIMindtree applied RPA-centered digital supply chain solutions with its Novigo Automation Framework that enabled various departments to automate tasks including scanning product labels, updating the ERP, creating new shipment records, creating order numbers and printing shipping labels in less than 30 seconds with greater accuracy and negligible training cost. LTIMindtree also delivered a self-service HR solution integrated with the internal SharePoint system for employee grievance redressal.

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/.