

▶ CUSTOMER SATISFACTION

▶ DEDUCTIONS & ALLOWANCES

▶ PERFORMANCE

# Customer Interface study

*"We found that both collecting the information and analyzing the results for SLC's Benchmark study was very useful. It clearly identified opportunities that L'Oreal would otherwise not have been aware of."*

*George Blizzard  
Sr. VP of Supply Chain  
L'Oreal*

## Why Benchmark?

Business Logistics activities represent a cost of over **\$1.3 trillion** per year (equal to 8.5% of the US Gross Domestic Product) and are growing at an annual rate of over 3.4%. Business processes have a significant impact on your profitability, service levels, and customer satisfaction.

Improving overall productivity and maximizing resource effectiveness is essential to every company's survival. Benchmarking is an innovative and aggressive process that enables companies to quickly and easily identify critical opportunities

within their businesses. Leading companies from a broad base of industries use Benchmarking as a means for enhancing their annual and strategic planning processes.

For over a decade, Seber Logistics Consulting, Inc. (SLC) has emerged as the recognized early proponent and preeminent expert in Benchmarking and Supply Chain consulting. As a result of SLC's previous Benchmark Studies, our clients have made significant progress with improving operational performance.



**SEBER LOGISTICS  
CONSULTING, INC.**  
*Proven solutions . . . delivered*



▶ CUSTOMER IN-STOCK POSITION

▶ LOGISTICS EFFICIENCY PROGRAMS

▶ COLLABORATIVE DEMAND PLANNING

# study overview

*The Customer Interface Benchmark Study focuses on assessing the effectiveness of customer service offerings and performance. Participants will receive a customized report that highlights the study's findings, their performance and the implications of the Benchmark Study's conclusions.*

## Participants



3M  
ACCO  
Alberto Culver  
Alcoa  
Avery Dennison  
Barilla  
Bausch & Lomb  
Baxter Healthcare  
Bayer  
Becton Dickinson  
BIC  
Black & Decker  
Boehringer Ingelheim  
Bush Brothers  
Cadbury Adams  
Campbell Soup  
Church & Dwight  
Clorox  
Colgate-Palmolive  
ConAgra Foods  
Coty  
Del Monte  
Diamond Foods  
Dole  
Eastman Kodak

Eli Lilly  
Elizabeth Arden  
Energizer  
Estee Lauder  
Fuji Photo Film  
General Electric  
General Mills  
Gerber  
GlaxoSmithKline  
Heinz  
Henkel (Dial)  
Hershey's  
Hewlett-Packard  
High Ridge Brands  
Hoffmann-La Roche  
J.M. Smucker  
Johnson & Johnson  
Johnsonville Sausage  
Kellogg's  
Kimberly-Clark

Kraft  
L'Oréal  
Land-O-Lakes  
Logitech  
M&M Mars  
Malt-O-Meal  
Maybelline  
Merck  
Moen  
Mott's  
Nestlé  
Newell  
Novartis  
Ocean Spray  
Osram Sylvania  
Perrigo  
Pfizer  
Pinnacle Foods

Procter & Gamble  
Polaroid  
Quaker Oats  
Rayovac  
Reckitt Benckiser  
Revlon  
Rich Products  
S.C. Johnson  
Sandisk  
Sara Lee  
TaTa Global Beverages  
Unilever  
Vistakon  
Welch's  
White Wave Foods  
Wrigley  
Wyeth  
Xerox





# deliverables

The **SLC Benchmark Data Base™**, comprised of extensive supply chain best practices, provides a solid foundation for quickly identifying and implementing highly effective, pragmatic solutions. This powerful knowledge base has been developed over 20 years of supply chain consulting projects with leading, best-in-class companies representing a broad spectrum of products, channels and industries. Our partnerships consistently yield successful results.

## Overall Performance

- Order, Case and Line Fill Rates
- On-Time Delivery Performance
- Order Cycle Time
- Invoice Match Rate
- Unsalables
- Deductions as a Percent of Revenue
- Deduction Thresholds
- Deductions Analysis by Type
- Time to Resolve Deductions
- Days Sales Outstanding (DSO)
- Days Over Best
- EFT and FEDI Volume
- Finished Goods Inventory Turns
- Customer Inventory Turns
- Customer In-Stock Positions
- Write-Offs
- Customer Scorecards

## Costs

- Order Management Costs per Order
- Revenue Management Costs per Order
- Customer Logistics Costs per Order
- Costs as a Percent of Revenue
- Compensation Rates

## E-Commerce

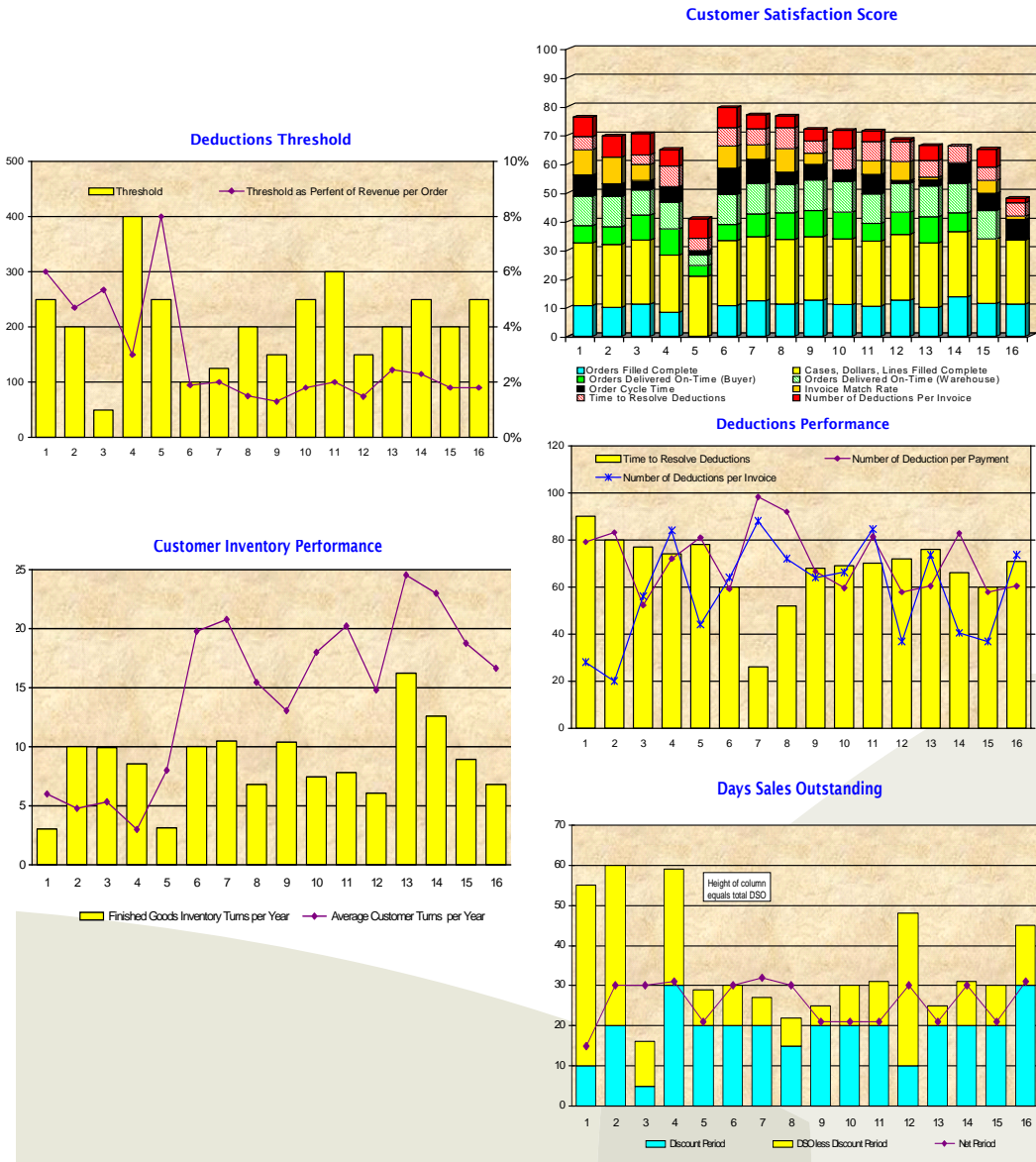
- Web-based Applications
- Customer Accessibility
- EDI, VAN and Internet Utilization
- Data Exchange Services

## Organization

- Customer Interface Responsibilities
- Organizational Structure
- Customer Service Operations
- Key Account Team Composition

## Service Offerings

- Terms of Sale
- Order Lead Times
- Pricing Structures
- Logistics Efficiency Pricing Programs
- Order Policies and Practices
- Customer Allowances
- Customized Services
- Collaborative Demand Planning
- Alternative Channels
- Replenishment Programs
- Integration with Customer Systems
- Emerging Customer Requirements





# *about us*

## SEBER LOGISTICS CONSULTING, INC.

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*Seber Logistics Consulting, Inc. (SLC) is a management consulting firm specializing in supply chain management and operations. For over two decades, SLC has been recognized as an early proponent, leader and expert in Benchmarking and Supply Chain Consulting.*

*Our specialists provide professional counsel, and hands-on help that deliver strategic insight, operational expertise and powerful, tangible results.*

*Our solutions help companies think beyond traditional boundaries. In short, clients turn to us for recommendations that work. Our solutions do not create new problems. The strategic options that we develop have consistently advanced our clients' corporate and organizational goals.*

