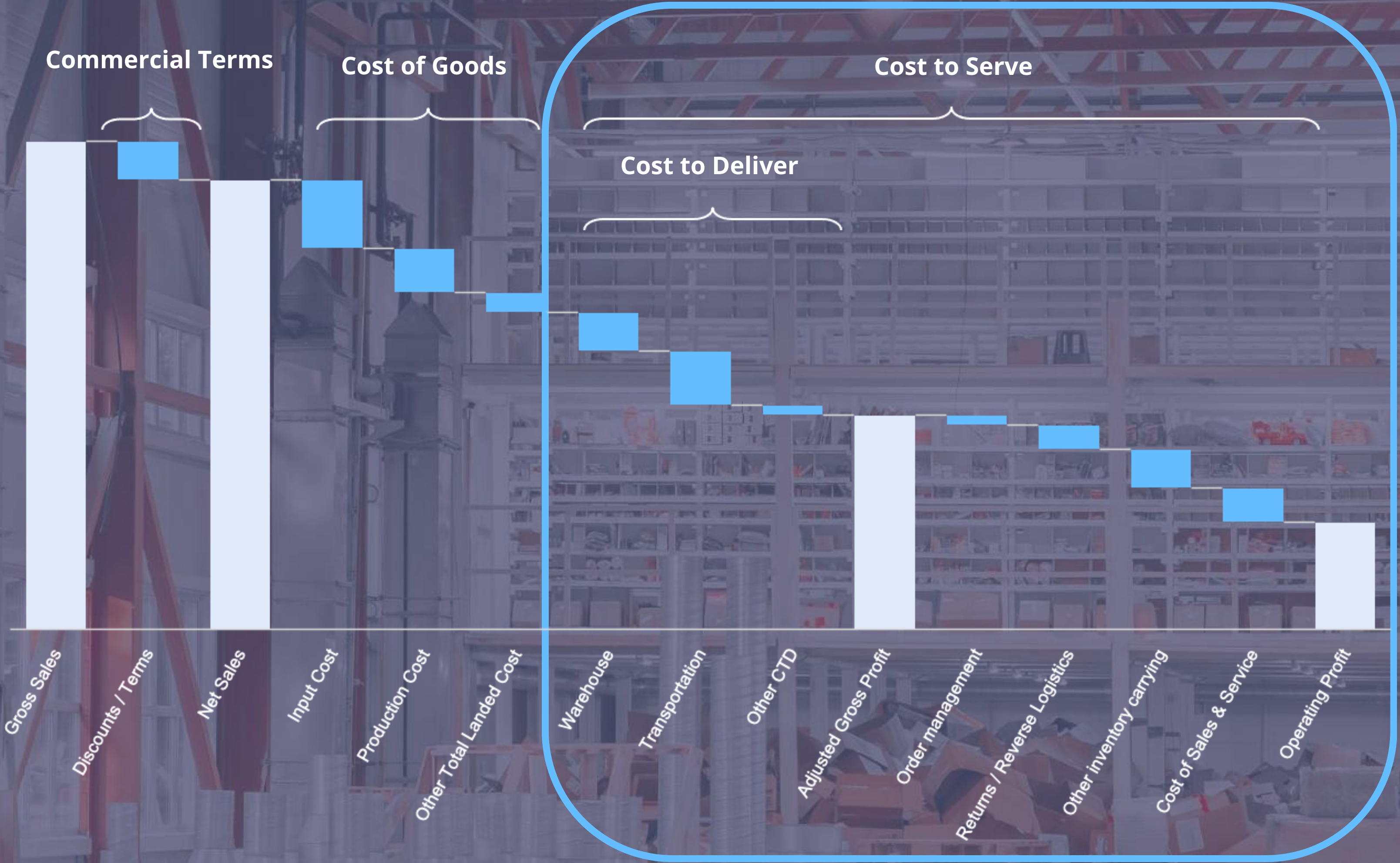
Profit Walk

Areas under Cost-to-Serve can offer significant opportunity to improve net margin

Which areas are most compressing your profit margins?

>> Flip to next page for specific opportunities >>



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Cost to Serve IO® Opportunity Map

Demand and order-level influences driving up costs without real value-add for customers

Do you have opportunities in these areas?

Synapsum helps uses actionable cost intelligence to drive returns

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Landed Cost of Goods & Inventory | **Order Receipt & Preparation** | **Transport** | **Servicing & Collection** | **Returns**

- Building More Lead Time from Order Submit to Promise Ship
- Coverage of Guaranteed Inventory Fill Rates
- Promised Delivered Date & Time of Day Window
- Distance and Size of Drops (e.g., Direct to DC vs. store)
- Contact Channel Routing (customer and contact type routing for self-service vs. agent assist)
- Return Allowances
- Order-Driven Product Customizations
- Shipment size and frequency (e.g., 1x per week vs. 4x per week)
- Contact Response SLAs
- Returns audits & compliance
- Customer change processing allowances within specified period of fulfilling order
- Managing Customer Refusal Incidents and Likelihood
- Steering Demand from Low-Supply to High-Supply Products
- Order receipt handling (e.g., manual vs. EDI)
- Administering freight collect
- Rules for Credit Handling
- Shaping Peak to Off-Peak Demand
- Damage Handling & Repairs
- Transportation Packaging Requirements (e.g., Dunnage, Box type)
- AR and Collections Handling (e.g., thresholds, statements)
- Increasing Resale Potential (e.g., less customization for high return customers)
- Product Promotion Start, Flight, and Offer Composition
- SKU movement, Merchandising, Planogram, Packaging
- Servicing Policies
- Pickup Flexibility (e.g. backhaul)