



CUSTOMER SUCCESS: BOL.COM DRIVES BUSINESS GROWTH

With end-to-end supply chain automation, this number one online retailer in the Netherlands is now easily able to support growth and achieve the highest standard of customer service.

A GROWING RETAILER



Bol.com is the number one online retailer in the Netherlands; it has more than four million customers and offers seven million consumer products. In February 2011, the company launched bol.com Plaza, which gives customers access to products from other retailers through its website.

Operating as an expanding business and looking to broaden its offerings and increase revenue, bol.com required a coordinated supply chain. The retailer needed to efficiently handle a complex inventory, accommodate a steady influx of new suppliers, manage downstream logistics and fulfillment, ensure next day delivery, enable customers to track their orders, and accurately forecast.

Leon Verhagen, Director IT Operations at bol.com says: "With numerous streams of new products and information from suppliers, we have a complex array of daily activities. For example, over 6000 partners all deliver product information to us at different times, from every 10 minutes to every hour and in various volumes. We have to be able to quickly extract the information we need, such as product availability, pricing and delivery times.

It's essential that our customers can rely on the information on our website. Without this being up-to-

KEY POINTS

- ▲ Using RunMyJobs® to eliminate manual activities and standardize tasks, bol.com now coordinates all of its core supply chain processes.
- ▲ The company is able to maintain an accurate catalogue of content, can quickly onboard new partners, and ensures its logistics, self-service portal and forecasting operates seamlessly.
- ▲ Bol.com has won several customer service awards – achievements that were supported by RunMyJobs.

date we would continuously break our promise and they may turn to another retailer."

In addition, tasks such as partner onboarding were being completed manually so there were no reliable standard practices in place. For example, customizations were being built for each partner. With these inefficient processes, it was evident that bol.com couldn't easily scale operations without incurring additional costs and greater consumption of resources.

CONNECTING THE SUPPLY CHAIN



The solution used was RunMyJobs, which automatically connects and orchestrates all facets of the supply chain processes end-to-end. Redwood's RunMyJobs breaks the costly cycle of firefighting and manual intervention across business and IT processes, speeding them up

and improving accuracy and reliability. For example, RunMyJobs ensures that the right supplier information is extracted and sent in the correct format to the online catalogue, orders are received and checked in line with stock and delivery times, and that orders are seamlessly pushed to logistics.



RunMyJobs allows us to deliver the highest level of customer service, with less effort and resources than if we were working manually. RunMyJobs is the heartbeat of our processes, and it would be a challenge to work without it.

—Leon Verhagen, Director IT Operations at bol.com



AWARD WINNING RESULTS



Over the last two years, bol.com has grown rapidly in terms of number of customers, partners and products. With process automation, they quickly and accurately processes the high frequency of new suppliers and product data it receives.

The company now guarantees next day delivery if an item is ordered before 11 PM and it has a standard partner onboarding process.

Verhagen says: “Without automation, we would need at least 10 more workers purely to manage all the different processes that exist in our eco system.

“Today we only occasionally draw on the resources of one of our Database Administrators to support RunMyJobs activities.”

Co Konings, Technical Application Administrator at bol.com adds: “With so many applications and dependencies, automation has become the key that ties them all together – we don’t have to rely on manual tasks which may result in human errors.”

To date, bol.com has won numerous customer appreciation awards, including several Thuiswinkel Awards – an annual award for the best web store in the Netherlands, as chosen by consumers.