



RP - Sanjiv Goenka  
Group

Growing Legacies

  
firstsource®



## CASE STUDY

Global healthcare supply chain  
company sees 10X growth in  
processing volume of faxed  
purchase orders

Firstsource leveraged its proprietary workflow platform Sympraxis to augment human capabilities, accelerate turnaround times, enhance quality, and boost customer satisfaction

## About the client

Our client, a healthcare business and data automation company, empowers healthcare organizations to enable better patient care and maximize industry savings using our world-class cloud-based supply chain technology exchange platform, solutions, analytics, and services. It brings together thousands of healthcare providers, manufacturers, and distributors in North America and Europe — who rely on smart, secure healthcare-focused technology and comprehensive data to automate their business processes and make more informed, timely, and fact-based decisions.

The client needed support in meeting stringent quality and turnaround times on faxed purchase orders to enhance customer satisfaction and drive growth.

## The Challenge

The client helps numerous hospitals across the US and the EU efficiently process Purchase Orders (POs), ensuring that their clinical staff have timely access to medical supplies and medications – the key to providing quality care. Typically, hospitals receive POs either in an electronic format or via fax. Even a small number of faxed POs can introduce delays and errors into the supply chain as they require manual processing, hampering efficiency and taking the focus of hospital staff away from patient-centric activities.

Every day, the client receives nearly 22,000 POs from numerous hospitals. Processing this large volume of POs within a rigorous turnaround time (TAT) was beyond the scope of manual processing. What's more? The POs come in several formats and languages along with varied instructions from over 350 plus suppliers, introducing further complexity into the process. The client was therefore looking to meet the stringent TAT requirement of 30 minutes for its daily volume of 22,000 POs along with the ability to:

- ▶ Identify varied Purchase Order formats specific to hospitals
- ▶ Manage non-English language POs
- ▶ Rapidly process complex supplier instructions while minimizing errors

It chose to partner with Firstsource on process automation based on our deep domain and process expertise, and delivering strategic business outcomes in the past.

## The Solution

Firstsource harnessed its 'Digital First, Digital Now' approach and deployed its proprietary workflow platform Sympraxis

Firstsource tapped into its proprietary workflow and case management platform Sympraxis to automate data extraction and minimize manual intervention. Sympraxis leverages an Optical Character Recognition (OCR) rules engine to accurately extract information from POs and convert them into an electronic format. The rules engine is equipped to identify over 8500 keywords across seven different languages – including English, Italian, Spanish, German, Catalan, and French. It allows users to automatically sort POs by different parameters to handle special processing instructions such as rush orders, dropship orders, and consignment orders based on keywords.

To optimize resources as well as costs, the Firstsource team carefully analyzed the process and came up with the right-fit automation solution. The team decided to continually monitor the historical flow of volume to forecast 'Day of the Week' patterns and 'Hours of the Day' patterns, including peak intervals volume flow. This helped to ensure that staffing levels were in sync with the predicted multiple peak intervals to meet the stringent 30 minutes turnaround.

- ▶ Robust Workflow Engine: Combination of multiple OCR technologies to expedite PO processing
- ▶ Auto recognition features to process varied PO templates
- ▶ Specialized processing to handle rush orders / dropship orders
- ▶ In-built non-English OCR engines to handle faxes in multiple languages
- ▶ Redesigned workflow to enable translation for non-English language POs and speed up processing
- ▶ Complex business rules / supplier-specific keywords integrated into the workflow to improve accuracy



## Results

### Firstsource drove 10X volume growth while elevating customer satisfaction

The Firstsource team ensured seamless migration to Sympraxis, without any disruption to the client or its end customers. The solution enabled several tangible outcomes for the client, including reduced manual processing, errors and inaccuracies, and improved customer satisfaction.

- ▶ Enabled field level quality with 99.9% accuracy
- ▶ Accelerated onboarding of new suppliers
- ▶ Purchase Orders processed within 30 Minutes TAT
- ▶ Consistently exceeded quality expectations
- ▶ 10X volume growth over time – across EU – supported by non-English language processing capabilities
- ▶ Real-time order tracking and reporting

Pleased with Firstsource's ability to reimagine and optimize their business processes, the client is looking to partner with Firstsource on its next initiative: drive greater levels of automation to further increase volume throughput while maintaining quality and CSAT

To learn more about Firstsource's automation solutions, please email us at [marketing@firstsource.com](mailto:marketing@firstsource.com) or visit [www.firstsource.com](http://www.firstsource.com)



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## Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, a RP-Sanjiv Goenka Group company, is a leading Provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our '**Digital First, Digital Now**' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit [www.firstsource.com](http://www.firstsource.com)