



● utd ● disruption ●

Unlock capacity to  
achieve better customer  
experience, efficiency,  
sustainability, and all  
your group goals.

**Rise**  
**above**  
**every**  
**challenge**

# Deliver constant value in your supply chain and customer operations

Severe supply chain disruption. Squeezed margins. Rising sustainability pressure. These are serious challenges consumer packaged goods (CPG) companies face in their supply chain and customer operations. But Unilever has a plan.

To better position Unilever for growth, you have established five business groups: Beauty & Wellbeing, Personal Care, Nutrition, Home Care, and Ice Cream. The new structure comes with a set of strategic goals:

- You want to **simplify operations** with a more category-focused model
- You want to **optimise costs** and **mitigate inflation**
- You want **consistent growth** and customer service across all categories
- You want greater **transparency and sustainability**
- You want **future-fit operations** to support your expansion and diversification

Without you knowing, there are obstacles to achieving these objectives. There are hidden inefficiencies you will need to find and fix. You must also spot the secret performance-enhancers in your operations and processes. This is where Celonis can help.

We can unlock capacity and the hidden opportunities in your supply chain and customer operations, helping you reduce costs, offer exceptional customer experience and operationalise sustainability.

## How?

With Celonis' fully mobilised ecosystem. Our experts are already providing breakthrough insights for business like Unilever to reach new levels of performance and continue unlocking greater execution capacity.

Let's explore how in more detail...

**Celonis delivers for CPG companies**  
How we've helped other leaders hit their goals...

	<p><b>12%</b> on-time delivery improvement</p>
	<p><b>8x</b> touchless orders increase</p>
	<p><b>\$15m</b> saved annually with automation</p>

# Be resilient and

Cut costs, risk and carbon emissions in your supply chain

Supply chain disruption and geo-political uncertainty are forcing CPG companies to focus on risk management and margin protection. Unilever is no different.

As you diversify and expand your supplier portfolio, Unilever has designed a Resilience Framework to help address risks proactively. This Future-Oriented Risk Management plan covers supply-chain risks across finance, compliance, natural disaster, cyber threats and more. At the same time, you are making your supply-chain and procurement practices more sustainable and ethical.

This will combat a range of challenges. You need to comply with growing sustainability demands. You need to streamline and speed up your risk assessment processes. You need to offset the impact of inflation, while ensuring your operations can scale as you grow into new key markets.

*Here's how Celonis can help:*

## **Reduce costs in inventory management and payments**

Get a precise, 360-degree view of your financial performance to improve cost efficiency and free up more funds to reinvest in your growth. Our prescriptive analytics will help you better navigate rising market prices, adapt your inventory management fast and pivot processes to get ahead of any disruption.

## **Enhance your Resilience Framework and operationalise sustainability**

We make your supplier risk-assessment processes faster and more efficient, while allowing you to select vendors based on sustainability ratings. Better yet, we can identify the processes affecting sustainability and offer guidance on the best way to support new regulatory demands and get you closer to your net-zero goals.

# efficient

*Customer Service Case Studies*  
**Hidden inefficiencies we've fixed.**



Order management processes:  
we helped one manufacturer eliminate  
120,000 manual process activities.

**40%** reduction in cycle time

[Read more ->](#)



Inventory processes: we helped one brewer  
cut down on excess stock and inventory  
obsolescence.

**\$8.8m** savings in P2P,  
O2C and logistics

[Read more ->](#)



Sustainability processes: we helped one  
company reduce carbon emissions and  
improve supplier selection.

**>8%** reduction of carbon  
emissions in shipping

[Read more ->](#)

# Be effective

Deliver stellar customer experience and operations that support your growth

Customer relationships are changing. The rise of e-commerce, particularly in B2B, has made it critical for CPG companies to take a digital approach to customer experience, and make operations truly future-fit.

At the same time, your UniOps function is enabling Unilever to respond to the big technology challenges of today. Its goals include:

1. **Creating edge-to-edge experiences that make it easier to get work done.**
2. **Unlocking capacity, digital automation and advanced analytics.**
3. **Delivering significant savings as fuel for growth and reinvestment.**

Hit these goals and you'll be able to deliver new experiences, new eCommerce platforms and new divisions faster. But getting there will take another level of agility. It will take processes that are flexible enough to scale as you grow. It will take customer operations that deliver nothing but value. In short, it will take Celonis.

*Here's how we can help:*

## **Increase efficiency to support future-fit operations**

A real-time view of your operations will help you find and fix inefficiencies before they even happen. For example, you may be paying the same invoice more than once. Or maybe you're shipping goods without invoicing customers and can't alert the right people straight away or stop shipments from leaving your warehouse. You could even be getting delivery delays by having to manually remove credit blocks.

With insights from Celonis, you can become prescriptive and proactive: knowing what, why, how and when efficiencies happen, immediately. Then you can intervene and fix the issue that caused it. This will unlock capacity, giving UniOps teams the tools to provide a better end-to-end customer experience, save costs and, ultimately, make a bigger business impact.

*Customer Service Case Studies*  
Hidden inefficiencies we've fixed.



## **PEPSICO**

Revenue processes: we helped one food and beverage company reduce order rejections with better aligned inventory and order management.

# **\$82m**

**identified in lost revenue due to order rejections**

[Read more ->](#)



Selling, General and Administrative processes: we helped one tech company automate its customer operations and optimise costs.

# **\$30m**

**annual savings in customer service management**

[Read more ->](#)



Let's unlock new  
levels of performance  
at Unilever, today

Together we can meet your goals, then find and fix every inefficiency in your processes. We can deliver on your sustainability agenda while cutting costs and driving supplier-selection agility. We can get you set for fast growth.

This is all possible with our end-to-end support. What's more, we can leverage our trusted partners to scale Unilever's Celonis-delivered further in order to help you hit all your goals.

Get in touch to get started today.

**[insert contact details]**

# Beat disruption