



# Case Study: Revlon

## REVLON®

### Customer Overview:

Revlon is a world leader in cosmetics, skin care, fragrance, and personal care and is a leading mass market cosmetics brand.

Revlon's global brand name recognition, product quality and marketing experience have enabled them to create one of the strongest consumer brand franchises in the world, with products sold in approximately 175 countries and territories.

### Challenges

Revlon's claims department was overwhelmed—they received 1,000 claims per day and the high-dollar claims backlog was months behind. Low dollar claims were simply not resolved because the anticipated benefit was less than the associated cost—resulting in a significant loss of revenue. Charge-backs for customer deductions were running at 20% of gross sales (double the national average) and more than half of the 71 employees responsible for receivables were dedicated to credit claims resolution.

The claims processes were laborious and time intensive, requiring manual collection and matching of documents as well as hand-offs among team members. Claims processors had to collect documents from multiple sources on a variety of media. Their process involved, pulling packing slips at the fiche reader, finding and printing invoices from the mainframe, pulling the paper claim from the file cabinet, and, calling the shipper to fax Proof-of-Delivery if not found. On average, the document collection process alone took 30 minutes per claim. Once documents were aggregated, the claims were manually distributed by type and processors would determine their validity. The hand-offs to the accounts receivable department were manual, as were the recordings of resolutions and communication process with customers.

Revlon identified their process roadblocks and realized they needed to leverage business process management to:

- » Design an automated aggregation and filing process that insures document integrity and instant access
- » Develop an efficient credit claim resolution workflow that automates prioritization and routing of claims

### Solution

Revlon brought on Precision Business Technologies to deploy Global 360 Enterprise to streamline, automate and create a highly efficient credit claims resolution process. The Global 360 solution is leveraged to:

- » Create an electronic document repository
- » Import, scan, and index all documents
- » Automate electronic folder creation and assembly
- » Automate work distribution
- » Streamline claims processing

### Challenges

Overwhelmed by the 1,000 claims they were receiving every day, and high-dollar claims months behind, Revlon's claims department needed an automated process and document solution to automate their document aggregation, automate and streamline their claims processes, improve claims turnaround time, and ensure that 100% of all claims were settled.

### Solution

Revlon deployed Process360 to create an electronic document repository, automatic electronic folders, automatic work distribution, streamline claims processing and correspondence, and synchronize receivables and workflow.

### Results

Revlon has automated their claims processing, resulting in 100% claims resolution, reduced document retrieval costs, reduced claim turnaround time, enforced procedure compliance, and reduced their credit services staff by 50% while also decreasing procedural time by 66%.



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- » Automate correspondence
- » Synchronize receivables with workflow
- » Manage and automatically prioritize work assignment tasks
- » Facilitate rules-based workflow to ensure process compliance

All revenue-related documents are quickly made available electronically and are automatically indexed by required data fields. The receipt, retrieval, and matching of documents is automated and Global 360 case management capabilities aggregate all documents necessary to investigate a claim.

Process rules based on specifications around claim types determine automatic workflow prioritization and claims routing: retrieved documents are placed in an electronic folder and routed to the appropriate clerk, with the highest dollar folders filtered to the top of the worklist for fastest processing.

### Results

Revlon now resolves high dollar claims within 24 hours and low dollar claims in under 5 days and has been able to reduce head-count by almost 50%. They have a round trip, highly automated business process management system that gives them control over, and visibility into, the entire claims management operation. Staff time is spent making decisions, not collecting documents or manually facilitating workflow. Document collection now averages one minute (versus 30 minutes required before) and work hand-offs and task prioritization are automated. Low dollar claims are addressed and resolved—versus automatically being written off—saving Revlon significant amounts of money.

The Global 360 BPM system supports employees' activities throughout the cycle and enables information sharing, collaboration, and immediate visibility into the impact of decisions and actions. Analysis and process modeling enable continuous process improvement. The claims resolution process is managed from end-to-end, workflow is optimized and cycle times are reduced.

*"We are able to better serve our customers and effectively manage SLAs."*

*"We have been a customer for almost five years because Global 360 has enabled us to greatly automate claims resolution processes and capture lost revenues."*

*"Global 360 has enabled us to reduce our credit services staff almost in half while decreasing procedural time 66%."*

*"We use Global 360 for continuous business process management improvement."*

*"We see great ROI on our Global 360 BPM implementation—we broke even at 18 months and saw payback within 24 months."*