

UNLOCKING NEW FRONTIERS OF GROWTH WITH AGILITY



COVID-19 sent the world into a frenzy — consumers immediately hit the panic button with impulsive buying and hoarding, while global lock-downs threw operations into a tailspin. The immediate result was sudden and massive supply chain disruptions for companies such as our client, a leading North American retail chain.

The retailer had to keep its costs in check, while ensuring optimum productivity as well as the safety of its employees and customers. With speed and flexibility as our drivers, WNS identified vulnerable supply chain components to ensure quick fixes and workarounds.



A **virtual control tower** comprising of teams from both WNS and the retailer continuously assessed the situation and **focused on maintaining operations**



We enabled the retailer in **procuring essential operational supplies**, including Personal Protective Equipment (PPE) to safeguard its front-line staff, while **keeping the doors open for customers**



WNS' flexible engagement model enabled the retailer to **strengthen its procurement function**. As a result, the retailer was able to address problems more quickly than its competition, and increase its market share



Our deep domain expertise effectively helped in **navigating erratic demands, supplier partnerships and inventory management**, especially during the panic buying stage

Our efforts enabled the retailer to outperform its competition by nearly 12 percent. This was achieved by remaining fully operational and delivering quality service throughout the lock-down period, while following social distancing protocols.

At WNS, we enable retail and consumer packaged goods companies to co-create exceptional value through strategic procurement and superior customer experience in an ever-changing market.

Read more success stories at:
<https://www.wns.com/insights/case-studies>

WNS