



Optimized Inventory for Increased Cash Flow

Adaptive Analytics Solution for Healthcare Producer & Distributor

The world leader producer of vision therapy products needed to reduce backorders and improve inventory levels with optimal order points to control margin erosion and cash flow.

CHALLENGES

- The manufacturer's production team was challenged with a growing number of backorders due to poor visibility on inventory resulting in increased shipping costs and delayed ship times.
- The sales department was strained by maintaining manual processes and inputs that were time consuming, making it difficult to identify top selling products in real-time.
- Purchasing teams lacked visibility into real-time updates related to price increases, making it difficult to compare pricing between vendors.

SOLUTION

- Seamless deployment of ConverSight.ai's adaptive analytics solution on top of the Natural Solutions ERP system.
- Provided a real-time 360 degree view of inventory statuses in mobile and web interfaces.
- Produced key metrics and proactive insights uncovering top and low performing products and customers, price increases, SKU information and margin movement in seconds.
- Generated personalized dashboards with key metrics and findings, shareable with advanced collaboration features.

RESULTS

Increased visibility for improved end-to-end manufacturing and distribution performance.

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Reduced product backorders by **10%**


Cut costs of shipping by **15%**
Streamlining the stocking and distribution process

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Improved margin by **7%**
Reduced sales cycle with margin visibility

Conversational AI-Driven Analytics Platform

EASY ACCESS TO DATA



Google-like access to ERP and CRM Data

PERSONALIZED PROACTIVE INSIGHTS



Monitored key metrics at sales person level to identify sales improvement opportunity

SELF SERVICE DASHBOARD



Dashboards based on frequently asked questions

INSIGHTS



Higher visibility and interaction for leadership teams

