

Amreyah enhances customer service and Satisfaction

with the integration of Interactive Voice Response (IVR) with SAP



Customer Background

Faragalla group was founded in 1973 by Eng. Mohamed Farag Amer. The group currently is considered to be one of the biggest and most diversified food companies in the Middle East. The industrial operations are located at New Borg El-Arab city. Faragalla Group is the mother Group for 3 separate food processing companies which are The Egyptian company for freezing and beef processing, The Egyptian food company for nutritious & The Egyptian Company for Food Development.



Faragalla - SAP ERP Implementation

Company:

Faragalla

Industry:

Consumer Products

Location:

Egypt

Employees: 11,000

Website:

<http://www.faragalla.com/>

Solution Offered:

IVR solution, fully integrated with SAP

FAST FACT

Objectives

- Unify and integrate information across 13 manufacturing plants.
- Allow single source of critical business information and increase information transparency enterprise wide.
- Improve tracking of customers' orders and inventory.

Challenges

- Lack of system integration, making it difficult to access reliable information.
- Disjointed solutions and legacy systems hindering Flexibility, growth and integration.
- Lack of visibility that is needed for strategic real time decisions impacting planning, sales, budgeting, forecasting and financial management and reporting.
- Lack of online and real time synchronization of data.

Resolution

Implementation Results

Enhanced

Efficiency in inventory
and order tracking



Increased automation
and response time and
reduced costs



Improved productivity

50%

Reduction in average
customer's call time

Challenges

As Faragalla group has 13 manufacturing plants that produce diversified range of products, it has disjointed solutions and legacy systems that hindered flexibility, growth and integration. Also, Faragalla faced difficulty in accessing reliable information due to lack of integration, after investigating the market and got many recommendations from customers already using SAP, Faragalla decided to implement SAP ERP and partner with ECS to carry out their implementation.

Implementation

As The implementation took 6 months and it covered Material Management, Sales & Distribution, Production Planning, Quality Management and Financial & Controlling modules. As there was a high synergy among Project team members, the implementation was successful on-time and on-budget. It covered and integrated 13 manufacturing plants and 5 of the biggest Faragalla's Sales offices across Egypt.



Faragalla planned to replace their disjointed system and integrate operations across its 13 manufacturing plants

Results

ECS was able to implement SAP ERP system and the company has witnessed a lot of benefits as a result of the implementation. Through Material Requirement Planning in SAP, Faragalla has better analyses and plans for future needs and demands of items. Faragalla was able to identify areas for cost reduction through more efficient workflow and there was a significant improvement in tracking customers' orders and inventory. After witnessing great enhancement in customer order fulfillment, Faragalla established a newly distribution company for the sales and marketing of the international brands being produced and distributed in accordance with co-packing and licensing agreements.

Today

Now, Faragalla group is considered to be the leading company in the field of food industry due to the variety of products of high quality. It is considered to be the biggest and most diversified food industrial compound in the Middle East. Faragalla different factory installations cover over 500000 sqm and it is now expanding by building new plants. Faragalla Group for food industries gained proficiency certificate class A from FDA (US Food and Drug Administration) a subsidiary organization of the US agency of Health and Human Services. Faragalla Group proved that with its honest Egyptian hands, it is able to export its products to the US markets and worldwide markets as well.



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