

A CUSTOMER SUCCESS STORY

SEB drives compliance and savings with Procurement system upgrade

IBX BUSINESS NETWORK (NOW TRADESHIFT) PROVIDES SEB PROCUREMENT USERS WITH AN INTUITIVE ONLINE SHOPPING EXPERIENCE

“As the solution is so user friendly, there is no longer any excuse to not use the system. If you can buy online at home, then you can buy here as well.”

—Primož Drol
Head of Procurement
Development and Operations SEB

The situation

Procurement at SEB is not a matter just for the procurement department. It affects everyone from sales and marketing to finance to HR. With over 8000 users globally, the procurement system was intended to drive policy compliance and cost efficiencies. Unfortunately, that was not the case. Many users perceived the system to be very difficult to navigate which resulted in extensive training sessions and many support tickets.

The solution

The procurement department realized that the challenges with the current system were not only affecting policy compliance and savings, but also their internal customer satisfaction ratings. They knew it was time for a change and didn't have to look far for a new system that provided

the required functionality in addition to a userfriendly online shopping experience.

The result

SEB measured the success of the new procurement system through its internal customer satisfaction survey and by the number of support tickets issued. They found that customer satisfaction increased from 74% to 81% within a month of implementing the new solution. The number of questions raised to the support team saw a dramatic 75% decrease.

The savings are calculated as increased efficiency in the business, more captured spend and increased procurement compliance.

Cloud-based solution allows SEB to focus on their core business

The solution was easily implemented without requiring involvement from SEB. Instead the Procurement department at SEB could focus on improving the content of their new online procurement shop.

SEB's procurement solution was rolled out in Sweden, Germany and Denmark to more than 8000 users. The increased usability enables further roll-out to smaller units and new countries as the intuitive system eliminates the need for extensive training.

The simple user interface also removes any excuses for not following the defined procurement process. According to Primož Drol, Head of Procurement Development and Operations of SEB.

SEB have now started a pilot project where the goal is to capture 100% of the total spend through any of four accepted channels:

- Direct order to supplier
- Purchase requisition
- Call off from frame agreements
- Procurement card

While most users do not have purchasing as part of their core job responsibility, many do have to make purchases from time to time in order to complete certain work objectives.

With the solution all employees can easily fulfill their procurement needs and be compliant with the procurement policy.

The procurement team is now able to better control spending and measure buying behavior. Furthermore, the increased compliance creates hard savings when the sourced savings are materialized.

But the benefits cannot just be measured in lower procurement costs. The increased user satisfaction is important.

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ABOUT TRADESHIFT

Founded in 2010, Tradeshift is the world's largest business commerce platform that connects buyers and sellers. Tradeshift connects over 1.5 million companies across 190 countries, processes over half a trillion USD in transaction value yearly, and has a marketplace containing 28 million SKUs. It offers solutions for procure to pay, supplier engagement and financial services, and enables companies and partners to build custom or commercial apps on its business commerce platform. Tradeshift is headquartered in San Francisco, with offices in Copenhagen, New York, London, Paris, Suzhou, Chongqing, Tokyo, Munich, Frankfurt, Sydney, Bucharest, Oslo, and Stockholm.