




How Aditya Mandiri Sejahtera Ensures High-Quality Brand Reputation and Reduces Issue Resolution Time by 61% with Nimble

Aditya Mandiri Sejahtera (AMS), has been a leading figure in the Indonesian fashion industry for over a decade. AMS has more than 150 stores nationwide and it aims to bring unparalleled quality garments to its customers through brands like Celcius, Celsius Woman, Mississippi, Aesha, and Queensland. Through the Vertical Integration method, AMS has managed to keep a close eye on their production processes, allowing them to maintain top-notch quality for its customers.



AT A GLANCE

-  Retail
-  Fashion Pioneer
-  150+ stores across Indonesia

RESULTS

- 61% faster issue resolution time
- 95% issue resolution score
- 97% store compliance rate

CELCIUS
IDN


Celcius
WOMAN

MISSISSIPPI
LADIES

Aesha

Queensland
FEMININE, CHIC & CLASSY

Operational efficiency is an essential aspect of AMS' growth; given AMS' extensive size and rapid growth, optimizing time and efficiency across its operations is crucial to maintain consistency across all departments as well as for its' customers' shopping experience.



With remarkable agility, we swiftly identify improvement opportunities through real-time monitoring of 150+ stores compliance. As a result, our issue resolution time has been supercharged, slashing more than 14 days off the clock.

Endo Rhafi Juneed

Senior Manager

PT. Aditya Mandiri Sejahtera

CHALLENGES

One of the biggest challenges in achieving operational efficiency is issue management; the process of identifying and resolving issues. Dealing with issues effectively and quickly is critical in ensuring everything from production to service runs smoothly, and with a company of AMS' size, it can be challenging without innovative technologies in place.

Time-consuming Issue Resolution Process

The loss of time in issue management due to non-real-time reporting costed AMS to take weeks to resolve a singular issue. Coordination to resolve an issue among multiple departments was fragmented as there was an absence of a fluid system that allows a quick and digital issue escalation. Consequently, this affects the overall customer experience, as the longer the issues remain, the higher the risk of customer dissatisfaction.

Lack of Operations Visibility

Information and data generated from AMS' vast store network across the nation were scattered in many different places, making it challenging for store teams to relay the right information to the right people. Reports and documents pertaining to operations were largely documented manually throughout multiple channels, leaving room for errors and inconsistencies to take place. This made it challenging and time-consuming for AMS' management team to ensure that each store is in compliance with AMS' established standard operating procedures (SOPs).

SOLUTIONS

AMS has been able to ensure compliance across all its stores through Nimbly's Digital Routine. Now, frontline employees are able to effectively and efficiently do their daily administrative tasks quickly through Nimbly's mobile platform. Furthermore, the Dashboard Analytics gives management real-time visibility of each store performance.



AMS utilizes the Issue Tracker platform to identify non-compliance issues in real-time, accelerating the resolution process by days. Expedious resolution of issues not only saves time, money, and resources; it gives AMS a competitive edge.



Trends and Analytics feature allows AMS to gain a deeper understanding of their employees, and as a result, empowering management to discover hidden needs and opportunities each store or brand might have to make the operations run efficiently.

RESULTS



61%
faster issue
resolution time



95%
issue resolution
score



97%
store compliance
rate

Ready to improve productivity, consistency, and efficiency for your business?

Click here 

