

In discussing the critical business processes affected within Almarai Company, we can focus on key areas such as sales and customer service.

Conclusion By implementing a comprehensive system that enhances critical processes in sales and customer service, Almarai Company can improve operational efficiency, increase customer satisfaction, and strengthen its competitive position in the market.

System Improvements:

- Unified Platform: –Comprehensive Solution: Developing a unified platform that combines sales and customer service functions, enabling easy access to customer information and improving collaboration between teams.
- Enhanced Distribution Channels: –Integrated Logistics Solutions: Adopting advanced logistics systems to streamline distribution processes and reduce delivery times.

Sales Processes Challenges:

- Demand Fluctuations: Difficulty in accurately forecasting demand can lead to stockouts or excess inventory.

System Improvements:

- Customer Relationship Management (CRM): –Improved Response Efficiency: Implementing a CRM system to track customer inquiries and ensure timely responses.

Integration of Sales and Customer Service Importance of Integration:

- Holistic Customer Experience: An integrated system allows for a seamless flow of information between sales and customer service, ensuring a cohesive customer journey.

System Improvements:

- Regular Reporting: –Data–Driven Decisions: Implementing systems that generate periodic reports on performance metrics, aiding in informed decision–making and strategic planning.

System Improvements:

- Sales Management System: –Data Analytics: Utilizing data analytics tools to analyze sales trends and forecast demand more accurately.

2.3.4.