



Case Study Overview

Northgate Markets, an operator of supermarkets in California, was expanding rapidly. As more stores opened, it became harder to supervise all return requests. Delivery orders were hard to return and there was an increasing number of sit-in products waiting for approvals from other stores to be processed.

As a consequence, Northgate began spending more time trying to resolve each issue and friction increased between employees. All return processes started lacking visibility.

Implementing a call center did not help. Northgate Markets tried other solutions without success. The solution they needed had to give employees and the organization full transparency in each step of their return processes.

Northgate chose Intellect as their BPM solution. After deploying the Intellect Platform, all Northgate Market stores were able to track all return processes accurately and initiate credit requests.

Challenges

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Northgate Markets needed a simple solution to put an end to their complex and unclear credit and return approval processes.

Northgate Markets was founded in 1980. The Anaheim, CA private family owned company operates 36 stores in California and employs more than 5,000 people.

The organization was dealing with an unclear and stressful credit request process for over six years. In an attempt to improve the confusion of all unclear processes and save time, Northgate Markets started using a call center to report any return issues, but they still did not see any major improvement.

The problem was a continuous and stressful distribution process where store personnel had to spend long periods of time on the phone, trying to reach the right person who could help them at the call center. The process was very slow and transparency of product tracking processes was getting worse.

The biggest challenge for Northgate Markets was to find the right solution that would address their problems from a business point first and then include the technical component to keep their system transparent and easy to manage.

Solution

After many attempts to solve the problem, Northgate understood that what they needed was a tracking solution to oversee their credit processes and initiate returns with full transparency. The solution they needed had to meet all of their business needs and most importantly give employees and the organization full transparency in each step of their delivery system.

Intellect was able to meet all the requirements Northgate Markets needed from a BPM solution. Intellect's actively engaged Support and Professional Services Team made the platform easy to learn and understand. Intellect allowed Northgate employees to easily track their return processes. Today, the Intellect platform's workflow engine helps all Northgate stores see every step of their processes at all times, from the starting point, when processes are submitted, to the last step.

Solution

Results



“Intellect has solved our entire credit request problem once and for all.”

Harrison Lewis, CIO Northgate Markets

Northgate Markets

Northgate Market was founded in 1980 and currently owns and operates 36 stores in California. They are a private family owned company based in Anaheim, California that employs more than 5,000 people.

Northgate Markets provides fresh and nutritious food while giving back to the community that allows them to keep their dreams growing.

Results

Immediately, after deploying Intellect overall communication between store personnel and employees in charge of tracking return processes improved.

Intellect sped up the progress for all returns and credit requests. Before Intellect, Northgate was dealing with products that were not returned on time resulting in sit-in products not being sold enough. Now those products are getting more visibility and mobility at each Northgate Market store.

“Intellect provided the tool that allowed us to solve our immediate business problems. With the Intellect Platform in place we can expand more rapidly and resolve any other process issues we encounter.”

Harrison Lewis, CIO Northgate Markets.

Additionally, Northgate’s return on investment shows choosing Intellect was a success. Intellect replaced the long wait from processing products from stores back to the distribution call center and then back again to each store, with a fast, easy to use and reliable platform.

The workflow tool provided by Intellect makes sure all products are sent to the appropriate person in real time. There is full visibility in each process and all pick-up and delivery instructions are clear and fast to access on the platform.

“In 3 months everything was ready! All steps from operational, refinements, installation and training had all been implemented in those 3 months.” Harrison Lewis, CIO Northgate Market

There are 36 locations using Intellect and a total of 180 users have access to the platform.

More Reasons why Northgate Chose Intellect

- The ability to create the solution in front of customers’ eyes.
- Professional Services is always available.
- Learning the platform is intuitive and not complicated.