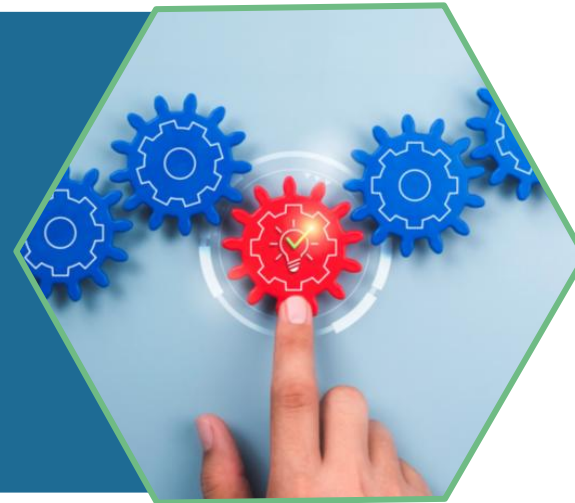


## Case Study

Demonstrated high ownership,  
innovative solutions and partnership spirit

# Resolved Automation Implementation Challenges



### Client

- Top 10 global consumer healthcare & FMCG company
- Strong, long-standing partnership with APCER for PV



### Challenge

- New automated 3rd party intake tool with NLP underperforming
- 100% increase in case review effort
- 40% longer processing time
- 20% higher case pricing
- 6,000 case backlog

## APCER's Solution



Leadership driven problem identification and rapid response

Strategic recommendations for process optimization

Temporarily suspended problematic NLP and auto-update features

Deployed 30 additional resources to clear backlog

Established a performance incentivization program

## Impacts & Results

Cleared entire 6,000 case backlog within **6 months**

**Streamlined processes** with enabling enhanced database functionality

Restored regulatory compliance and **inspection readiness**

Strengthened client relationship through proven **crisis management**