

MARJANE HOLDING

Improves its supplier relationship
by implementing the SEMS
complaint management process

Marjane Holding Digitalizes Supplier Complaint Management

Marjane is a leading Moroccan modern retail group. Marjane Holding is present in 28 cities across the Kingdom with 102 points of sale. Founded in 1990, Marjane became Morocco's largest general retail company by the late 1990s, replacing the other Moroccan giant, Aswak Assalam.

Marjane has been integrating digital transformation across its various activities for several years, and is accelerating its digitalization with the ambition of positioning itself as the leading pioneer of omnichannel retail in the Kingdom.

What Were Marjane Holding's Challenges?

In order to ensure excellent handling and optimize the process and relationship with its suppliers, Marjane Holding moved toward improving its supplier complaint management process with SEMS. The link between supplier satisfaction and financial results no longer needs to be proven. Adopting an integrated complaint management system provides instant access to all traceability data needed to investigate complaints.

Listening to suppliers and reacting quickly to any issue are at the heart of every company's concerns. SEMS offers supplier complaint management aimed at continuous improvement of service quality and speed of processing.



What Are the Benefits of the SEMS Complaint Management Process?

SEMS's supplier complaint management automates and handles the process efficiently and cost-effectively, offering several benefits:

- Provide instant access to all traceability data for complaint investigation
- Speed up the complaint processing workflow
- Ensure a standardized supplier complaint management process is applied across the company

SEMS offers a pre-configured module enabling efficient, harmonized complaint processing. The link between supplier satisfaction and financial results no longer needs to be proven:

- Complaints can be opened via multiple sources and channels
 - Collaborative complaint processing
 - Automatic routing to the right point of contact based on the information entered
 - A decision-support system for statistics and reporting
- And much more...



Thanks to the SEMS complaint management process, the logging and tracking of supplier complaints have been fully optimized. Supplier complaints are automatically routed to the relevant stakeholders for better handling and greater efficiency.

The SEMS complaint management process places the quality it offers its suppliers at the core of its priorities. We are committed, through various means, to ensuring supplier satisfaction with our process across several dimensions.



Marjane Holding has affirmed its commitment to driving change by implementing the SEMS complaint processing solution, and as a result, remarkable value has been added to the organization and to the supplier relationship.

*Ready to improve your
complaint management?*

Fill out the form



Or

contact us via:



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