

DOWDUPONT, INC.Improving The Customer Experience Through
A Digital Supply Chain**STUDENT TEAM:**

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Dow is a Fortune 50 multinational corporation that manufactures plastics, chemicals, and agricultural products. Dow is undergoing a fundamental shift in how it operates as a company by investing in digital transformation across the supply chain, commercial, and manufacturing disciplines with the intent of improving the customer experience. To address this operating shift, the Tauber team set out to design a digitally enabled customer experience for the order-to-fulfillment process within Dow's Polyurethanes business, a multibillion-dollar product line.

The team conducted a Voice of the Customer analysis, evaluated customer complaint data, interviewed internal stakeholders, and analyzed customer experience survey data to identify the major pain points felt across the customer journey. The Tauber team then conducted an extensive competitive benchmarking study to identify customer experience best practices from across the chemical industry as well as B2B and B2C best-in-class players.

The team identified six digital supply chain solutions that will improve the customer experience: sensor-driven replenishment, demand-sensing algorithms, multimodal ecosystem communication, automated customer notifications, online customer portal, and dynamic routing. The team then developed an immersive video to educate employees on what the customer experience of today and tomorrow looks like, and an augmented reality demonstration of how sensor-driven replenishment works to drive organizational awareness and change management.

As a result of the Tauber team's efforts, the team identified three pillars of impact:

- Strategic – Advances Dow's vision to become the most innovative, customer-centric Materials Science Company in the world.
- Organizational – Instills a customer-centric mindset into employees by providing a new way to learn about the customer experience and digital supply chain solutions, with 5,000+ employees estimated to view the Tauber team's products per year.
- Financial – Improving the customer experience leads to an estimated \$156M in incremental revenue per year for Dow's Polyurethanes business.