conexiom

National Marker Company

Reduces Cost of Processing Orders, Boosts Productivity

NMC National Marker Company

Industry: Manufacturing
Market Sector: Safety Equipment
Segment: Mid-Market
ERP System: Epicor® Prophet 21®

National Marker Company strives to manufacture the highest-quality safety identification products to make the world a little bit safer. With unfaltering growth and unrivaled quality, National Marker Company serves its customers in all their safety needs.

Automation Outcomes:

- Process orders faster with 100% accuracy
- Reduce costs
- Eliminate manual order entry
- Refocus CSRs to revenue-generating tasks
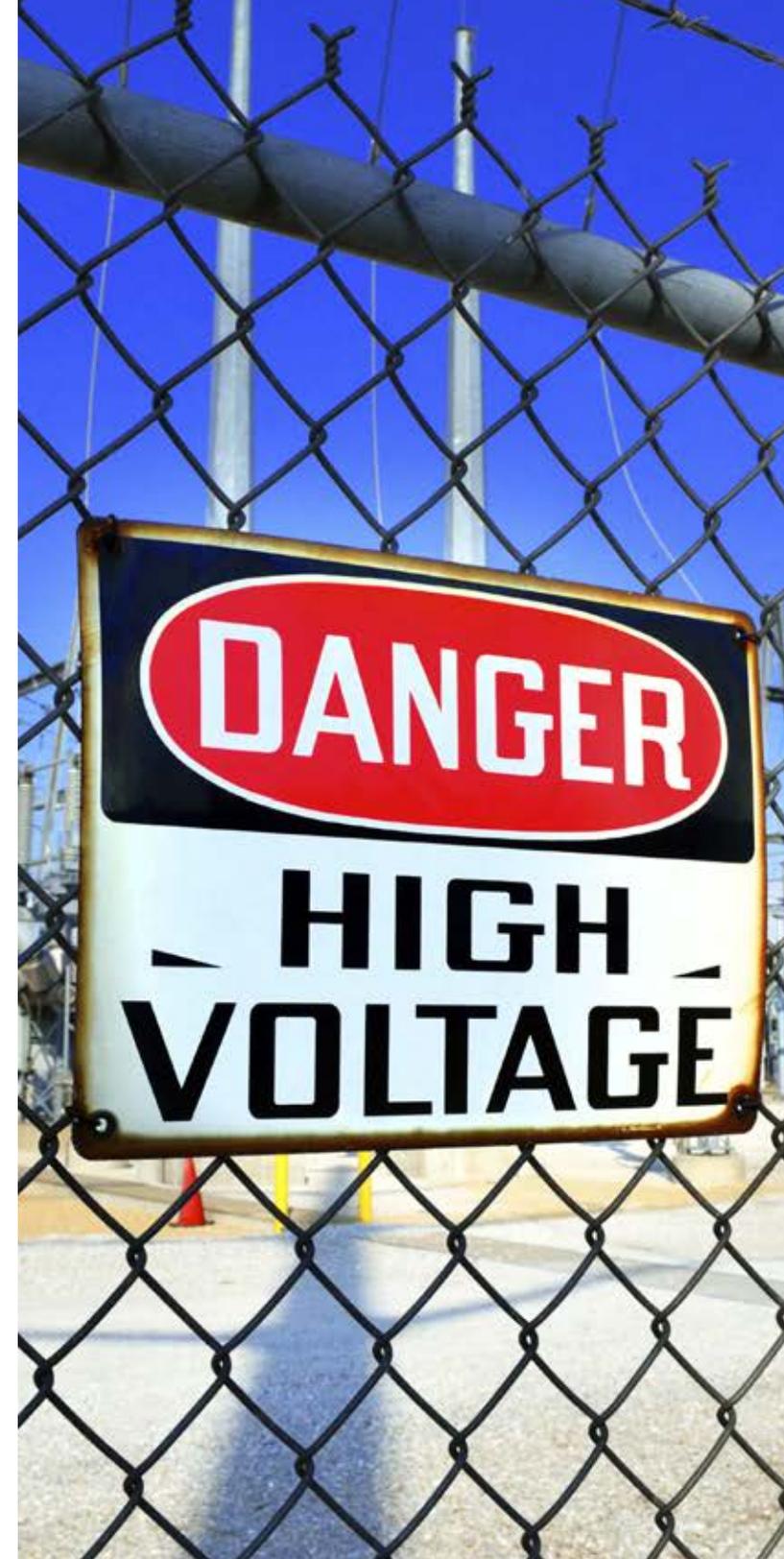
Solution Used:

- Sales Order Automation

Challenge

To serve its broad customer base, National Marker Company (NMC) manufactures an impressive portfolio of safety products. With a large product offering, the company uses Epicor® Prophet 21® to streamline distribution by integrating information between inventory management, warehousing, purchasing, and reporting.

Although some customers use EDI, the majority submits orders via phone, fax, and email. Purchase orders received in this fashion must be manually keyed in by a customer service representative (CSR), which requires considerable time and effort.

Compounding this problem is that the CSR team frequently receives purchase orders in unique formats with varying levels of information. This translates into the need for order interpretation and verification. These time-consuming tasks further slow the CSR team's rate of order processing.

Because NMC handles an incredible volume of daily orders in various formats, the company sought to improve its business operations.

Solution

NMC identified the need for a low-cost solution to automate the sales order process. Leadership focused on automating orders from high-volume customers who had not implemented EDI.

NMC turned to Conexiom® to automate the ordering process and eliminate the bottleneck of manual entry. Eager to try Conexiom, NMC analyzed its customer base to determine where Conexiom would add the most value by transitioning their frequent customers into Sales Order Automation.

Conexiom was the ideal solution for NMC because it captures unique customer orders and transforms them into electronic sales orders. This eliminates manual entry and complements the existing EDI and eCommerce platforms.

Getting customers enrolled in Conexiom was simple. NMC appreciated that its customers did not experience any changes to their existing business practices.

"The transition was seamless to customers. They didn't have to do anything differently or see that anything had changed," recalls Morris. "Conexiom's built-in logic easily searches for detailed, specific information."

"Determining which customers to put into Conexiom was a collaborative effort. Our Inside Sales team was involved in the selection and setup of new customers."

Jeff Morris, Information Technology Manager, National Marker Company

"Conexiom was a good fit for us. It filled the void between EDI customers and the 'mom-and-pop' operations we serve—that's the sweet spot for this technology."

Jeff Morris

Business Outcomes

For NMC, Sales Order Automation has paid for itself many times over. The company has seen dramatic improvements in its operations, such as:

- Cost reduction associated with processing sales orders
- 100% data accuracy with sales orders
- CSRs focusing on value-added tasks related to customers

Saving time processing orders has reduced the cost of order entry, while freeing up considerable time for the CSR team. "Thanks to Conexiom, employees can focus on more value-added tasks," said Morris. Instead of being overloaded by the sheer volume of orders awaiting manual processing, the CSR team can handle more important business priorities, including delivering higher levels of customer service and focusing on revenue-generating activities."

Due to Conexiom's efficiency and 100% data accuracy, NMC has significantly reduced the expenses associated with order-processing costs and can handle higher order volumes without requiring extra staff.

Having been a Conexiom customer since 2010, the biggest advantage for NMC is the increased capacity for processing higher volumes while balancing operational costs. "We are able to enter more orders without adding more people, and Conexiom is a big reason for that. This is one case where we (in IT) wouldn't have done anything differently," exclaimed Morris.