conexiom

Shuster Corporation

Accelerates eCommerce Order Processing by 50%

Shuster®

Industry: Distribution
Market Sector: Machinery Wholesale
Segment: Mid-Market

Shuster Corporation is a U.S.-based multinational supplier of industrial bearings, sold to OEM and distributor accounts. With a strong engineering and problem-solving pedigree, Shuster has become the provider of choice for major equipment manufacturers across the globe.

Automation Outcomes:

Streamlined eCommerce through third parties, such as Amazon

Accelerated order-processing speeds by 50% with improved accuracy

Increased growth and profitability

Solution Used:

Sales Order Automation

Challenge

As an innovative and forward-thinking company, Shuster Corporation recognized the need to implement an omnichannel distribution model to better serve its customers. After investing in its online division, Shuster achieved rapid growth, including sales through major third-party vendors, such as eBay and Amazon.

Although gaining more revenue through third-party vendors was exciting, the margin for error was slim and the new channel required more resources. When selling via a third party, a notification prompts an employee to log into the eCommerce platform to retrieve and print order details. The order details then must be re-keyed into Shuster's ERP system as a sales order. This cumbersome process stressed internal resources and increased the potential for human error, as employees struggled to manually enter thousands of line items at the pace of Amazon.

The manual re-entry of orders is an error-prone exercise, yet order accuracy is crucial. Not to mention that serving a steady stream of new customers requires conscientious effort to flawlessly enter unique shipping and billing addresses. Even the slightest mistake results in delays and expensive overnight replacement shipments. To make matters worse, customers purchasing through eBay and Amazon have high expectations of quick and accurate fulfillment times.

"Simply keeping up with the volume of orders began to take up the majority of my day, leaving zero time to focus on expanding online revenue," shared John Daniels, Senior Accounts Representative. Despite enjoying steady growth month over month, Shuster recognized that it needed to scale its growth by streamlining processes and creating time to drive the business.

"When dealing with single-transaction buyers who have no brand loyalty, getting the order right the first time was critical, so a lot of time was dedicated to confirming details. So much extra work went into getting simple things done."

Justin Bouley, Controller and Manager of Information Systems at Shuster Corporation

Solution

Shuster needed a solution that would streamline third-party eCommerce by making the process more efficient while reducing reliance on manual intervention. As a secondary goal, the company was eager to improve accuracy rates, which would directly impact the customer experience

Immediately after discovering Conexiom, Shuster knew that Sales Order Automation was the perfect solution, because it automatically captures and transforms computer-generated purchase orders into sales orders. By mapping customer orders directly to the existing ERP system, orders can be processed seamlessly and immediately.

Here's how it works: Conexiom receives the sale notification email from Amazon or eBay. This triggers Conexiom to automatically retrieve the order from the eCommerce platform and transform it into a sales order in the existing ERP system, bypassing the sales desk and going straight to the warehouse to be packaged and shipped to the customer.

Business Outcomes

Thanks to Conexiom's 100% data accuracy, Shuster Corporation has:

- Accelerated order-processing speeds by 50% with improved accuracy
- Delivered orders with fewer error rates, resulting in fewer returns
- Gained time to focus on business strategy and growth

"Automating manual processes is a major victory for us in terms of speed, efficiency, and accuracy," said Justin Bouley.

Taking the pressure off the CSRs has been a welcome change. It means a more balanced workload and the ability to focus on other tasks while orders are being processed in the background.

"Now that we've eliminated an incredibly time-consuming task, I'm thrilled to have time to take sales calls and engage with our customers," shared Daniels. This newfound time means that he can focus his effortson strategically growing the eCommerce channels.

Conexiom modernized the way Shuster does business. With its 100% data-accurate Sales Order Automation, it solves one of today's biggest challenges for manufacturers and distributors: removing manual entry from business documents.

"Manual order processing used to delay ship times and extend order cycles, but with Conexiom, we cut processing times by 50% because orders are now processed immediately upon receipt. Now there's time to explore offering new products, updates, websites, and new avenues.""

Justin Bouley

About Conexiom

Conexiom is a SaaS automation solution. Conexiom helps customer service, operations, and financial teams transform their manual processes into touchless outcomes with 100% data accuracy. Modern businesses across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen trust Conexiom to increase productivity, deliver greater profitability and improve the customer experience, while eliminating unnecessary cost and errors. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit **www.conexiom.com**