



Industry Leader Frees CSRs from Manual Order Entry, Better Manages COVID-19 Demand Spike

Company: \$2.5B Leader in Chemical Industry

Industry: Manufacturing

Market Sector: Chemical

Segment: Enterprise

A global enterprise with over \$2.5 billion in annual revenue wanted to stop manually processing purchase orders and free its customer service representatives for more revenue-driving activities.

Automation Outcomes:



Sales order processing with 100% data accuracy



Productivity boosts



Improved customer experience



Better process management during COVID-19 demand spike

Solution Used:



Sales Order Automation

Challenge

A global leader in the sanitation and hygiene industry, with more than 9,000 employees and an annual revenue of more than \$2.5 billion, wanted to increase productivity and improve its customer experience.

Most urgently, the company wanted to stop processing its 400,000 annual orders manually in order to free up customer service representatives (CSRs) for more customer-centered and revenue-driving activities.

Also, facing increased demand for cleaning and hygiene products and services, the company sought to streamline its supply-chain processes.

“We wanted to look for productivity improvements and shift our focus in customer service from managing transactions to working on things that actually add value.”

VP of Global Customer Service and Logistics



Solution

The company realized that what it needed was complete order-management automation. EDI only addressed a small subset of its business, where it really needed an enterprise-wide solution.

Additionally, the company wanted to ensure that customers didn't have to change a thing about how they placed orders. Leadership specifically stipulated that any solution must not disrupt to its customer base.

The company needed to shift its focus from manual order entry to value-add activities. Ultimately, the productivity goal was to ensure the tasks of CSRs were spent on revenue-driving activities. The only viable solution was one that gave time back to the team, not just digitized the workflow.

Discovering Conexiom, the company immediately knew that this was a purpose-built solution. What made Conexiom unique was its clear-text based technology that delivered automation with 100% data accuracy.

Conexiom delivered True Automation. Customers that were onboarded onto the service would have their orders flow through the system just like EDI, but without manual examination by CSRs.

OCR: A Workflow Solution

Some divisions of the company had previously implemented optical character recognition (OCR). However, upon investigation, the company discovered that OCR would never achieve complete automation.

OCR technology was a workflow solution, not an automation solution. Errors could still occur if members of the CSR team didn't validate and approve each order. And with 400,000 annual orders, even two or three seconds of time spent validating an order processed through OCR stressed internal resources.

Business Outcomes

The business benefits that Conexiom delivered were immediate and substantial:

CSRs Redeployed to More Productive Tasks

Firstly, CSRs got time back in their day for more productive tasks—tasks that could help drive growth. One of the goals in optimizing the ordering element of its supply chain was improving the efficiency of the account management.

CSRs needed time to apply customer analytics to orders in order to realize efficiency gains by advising customers on optimal order quantities, while simultaneously still fulfilling the order within the shortest possible order cycle time. Previously, manual handling of orders was a major barrier here. It simply didn't offer enough time for this task.

Customers Experienced Enhanced Service

CSRs now also had time to help customers with inquiries, upsell, and get problems solved in a quick manner. Conexiom's complete accuracy also delivered a reduction of credit notes that needed to be administered and applied to customer accounts. Previously, the lengthy time wasted to chase and manage them reflected poorly on customer experience levels. The company has set aggressive goals for members of their customer service teams to both drive growth for the company and achieve their own professional sales objectives.

Better Process Management During COVID-19 Demand Spike

Because the company is part of the sanitation and hygiene industry, it used Conexiom to help manage the demand created by the pandemic. According to the VP of Global Customer Service and Logistics, "We could see, during the initial COVID-19 peak, that the number of orders going through Conexiom was through the roof. Without Conexiom, our backlogs would have been much more significant. The team has been able to process more orders in less time."



Team members see Conexiom as a tool that has completely freed up hours in their day. The company has already onboarded more customers because it sees first-hand how Conexiom can help achieve company revenue goals and enable better customer experiences.

With Conexiom, the company achieved sales order automation with 100% data accuracy, delivering significant enterprise-wide productivity boosts.

“With Conexiom, you’re not relying on your own employees to teach a tool to do its job. Once you build that automation map, it’s done... With Conexiom, we felt secure that ROI would be delivered.”

VP of Global Customer Service and Logistics



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