



# Genpak

## Unlocks 75 Hours of Human Capital per Week



**Industry:** Manufacturing

**Industrial Wholesale:** Rubber and Plastic Product Manufacturing

**Segment:** Mid-Market

Founded in 1969, Genpak is the industry leader in food packaging manufacturing. Over 50 years later, it has 19 facilities throughout the United States and Canada with corporate headquarters in Charlotte, NC.

### Automation Outcomes:



All orders process immediately with 100% data accuracy



CSRs gain 75 hours per week to dedicate to customer-facing activities



Better management of demand spike caused by COVID-19

### Solution Used:



Sales Order Automation

## Challenge

By 2019, Genpak was growing at a rapid rate. Its manual ordering process simply could not keep up with demand. Darlene Bardin, Director of Customer Service at Genpak, remembers what it was like, “Typically, 35% of Genpak’s orders were emailed to the CSR team and needed to be keyed in. Orders that were already in the system required additional management or correction. CSRs were constantly struggling with the push and pull of rushing to key in a new order, and then dealing with customer inquiries about existing orders.”

Across a team of 13 customer service representatives (CSRs), Genpak spent approximately 75 hours a week on manual order entry—the equivalent of two staff members. The Genpak customer service team struggled to keep up with manual order entry and the verification required to expedite the sheer volume of orders.

“Doing it manually, you get a 60-line order, and it takes you several minutes to enter it in. It takes you several more minutes to proof it to ensure that what you entered is correct. So it’s not just the typing, but also validating the order that takes a significant amount of time,” recalled Bardin.

Therefore, the company looked to automate processes that consumed human resources on low-value work. Genpak had automated document processing in other areas of its business, but quickly realized that its solutions enabled a workflow but did not offer complete automation.



## Solution

In search of a resolution, Genpak pursued many vendors that made automation claims, but none seemed to provide true automation. Then, the company discovered Conexiom and realized that other solutions could not provide the outcomes that Conexiom delivers.

Conexiom's Sales Order Automation was the SaaS solution that Genpak needed to transform its digital orders into touchless outcomes with 100% data accuracy. It eliminated the manual processing of sales orders so internal resources could be redirected toward customer-oriented, high-value tasks.

Conexiom also created efficiencies in unexpected areas. Bardin explains, "Within the supply-chain process, orders become visible to planners, so planners get better at scheduling the machines and scheduling the transfers between our plants. Having orders in the system sooner allows other processes to perform better, because they're getting visibility."

"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 orders more or less on time."

**Darlene Bardin**



## Business Outcomes

With Conexiom, Genpak's sales order process is now touchless. How CSRs spend their day has completely shifted. They no longer struggle to prioritize customer orders; instead, they focus on helping customers with issues that require focused human attention.

Through Conexiom's Sales Order Automation, Genpak unlocked a massive amount of human capital and redeployed CSRs to more meaningful, revenue-driving activities.

Furthermore, the CSR team now has more time to develop even deeper product knowledge. The CSRs can instigate better conversations with customers and continue growing in their roles as customer service representatives.

Moreover, through natural attrition and task redeployment, Genpak was able to reduce its team by three.

Today, Genpak has all of its customer orders processed through Conexiom. Orders get into the system immediately. The complete accuracy creates even more time to spend with customers, as CSRs aren't spending time reviewing orders.

With Conexiom, Genpak modernized its business to provide significantly more value-add services to its customers. It has also made the operations across the supply chain more efficient.

"The Conexiom team knows our business. They understand what they need to do to help us get to where we want to be. It's been a tremendous experience. I recommend Conexiom to every manufacturer or distributor out there."

**Darlene Bardin**



### 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](http://www.conexiom.com)