

Genpak Unlocks 75 Hours of Human Capital per Week with The Conexiom Platform

Overview

Industry:	Manufacturing
Market Sector:	Rubber & Plastic Product Manufacturing
Segment:	Mid-Market
Solution Used:	Sales Order Automation

Founded in 1969, Genpak is the industry leader in food packaging manufacturing. Over 50 years later, they have 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

Challenge

By 2019, Genpak was growing at a rapid rate. Their 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 the business, but quickly realized that their 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 full automation. Then, the company discovered Conexiom and realized that other solutions could not provide the outcomes that Conexiom delivers.

The Conexiom Platform was the SaaS solution that Genpak needed to transform their 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.”

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“During the initial COVID-19 peak, 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 The Conexiom Platform, 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, all of Genpak's customer orders are 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 their business to provide significantly more value-add services to its customers. It has also made the operations across the supply chain more efficient.



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“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



Make your company easy to do business with.

Build enduring, frictionless relationships with customers and suppliers without requiring them to change their processes.

About Conexiom

Conexiom's cloud-based automation platform eliminates manual entry and approvals in the order-fulfillment process by transforming complex data into 100% accurate, touchless transactions, delivered seamlessly into the ERP. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to improve efficiency, speed and accuracy, increase profitability, and elevate the customer experience, while eliminating unnecessary costs from manual approaches.

Conexiom is based in Vancouver, British Columbia, and has offices in Kitchener, Ontario; London, England; and Chicago, Illinois.

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