

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

## Overview

Industry:	Manufacturing
Market Sector:	Chemical
Segment:	Enterprise
Solution Used:	Sales Order Automation

A global enterprise with over \$2.5 billion in annual revenue wanted to stop manually processing purchase orders and free their 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

## Challenge

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

Most urgently, the company wanted to stop processing their 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 their supply-chain processes.



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“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 they needed was complete order-management automation. EDI only addressed a small subset of their business, where they 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 their customer base.

The company needed to shift their 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.

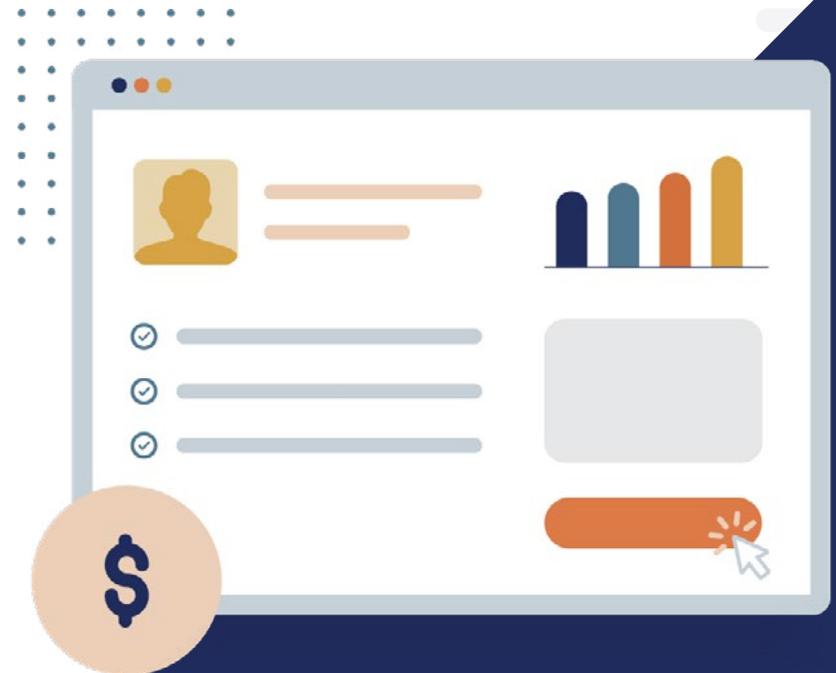
Discovering Conexiom, the company immediately knew that this was a purpose-built solution. What made Conexiom unique was their clear-text based technology that delivered automation with 100% data accuracy.

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



“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



### 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 their supply chain was improving the efficiency of 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 fulfilling the order in 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 have time to help customers with inquiries, up-sell, and problem solving. Conexiom's complete accuracy delivered a reduction of credit notes that needed to be administered and applied to customer accounts. Previously, it was lengthy process to chase and manage them, plus it reflected poorly on customer experience. 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

As the company is part of the sanitation and hygiene industry, they 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 they see 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.





# 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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