conexiom

The Top 5 Reasons

To Automate Sales Order Processing

Modern businesses are ditching the manual approach and automating their sales order processing. Here's why.

Embracing Our Automated Future

At Conexiom, our internal customer metrics reveal that sales order automation creates cost savings of around 80%. To stay competitive, manufacturers and distributors need to access these savings. They need to leverage the power of digital automation to optimize processes while cutting costs.

Sales order processing is a business process many companies continue to approach manually. However, it is a process that can be swiftly automated, with powerful results. Companies that implement sales order automation eliminate non value-add activities from a core business function, and empower themselves to over-deliver on customer value.

Read on to discover the top five reasons why global manufacturers and distributors – including Grainger, Genpak, Prysmian, and Rexnord – have implemented Sales Order Automation.

"The organization of the future depends on automation to create massive efficiencies and new capabilities."

Forrester, December 2019

Reason #1:
Process Orders Faster

Gathering and processing purchase orders takes time. To handle the overload, companies assemble a small army of customer service representatives (CSRs). However, these CSRs are typically overloaded with repetitive, mundane tasks. Above all, they spend hours of their day reprinting and manually re-keying purchase orders. This slows the operation down, and creates a backlog of orders.

Process orders up to 95% faster.

With sales order automation, you cut out this time-consuming manual process. Custom-built software can automatically identify, capture, interpret, and transfer customer data directly into your existing ERP system. Complex orders with dozens of line items are processed in minutes, and the process is touchless, requiring no employee involvement.

Shorten order cycle times by up to 30%.

Exception handling is made simple, with built-in logic that lets you identify and resolve issues immediately, ensuring your customers receive the parts they need on time.

> **"Conexiom's order processing time is light years faster than what we are able to do manually."**
>
> Mike Jirikowic, Continuous Improvement Leader, Werner Electric Supply

Reason #2: Cut Costs

Manual order processing is expensive. Accounting for reprinting, collecting, distributing, and manually re-keying order data, every manual order costs an average of $26. And that's before the added costs of filing and storing documents, as well as the painstaking process of locating originals to respond to customer inquiries.

Reduce order processing costs by up to 80%.

Because sales order automation cuts out the mundane data entry, it radically cuts costs. By removing all the human touches required to manually process an order, companies can bring down their costs to as low as $1.

Cut processing costs from $26 per order to $8 per order.

As operational costs fall, profitability rises. Running a lean business allows you to offer the best possible products at the best possible value, delighting customers even.

> **"Thanks to Conexiom's ability to minimize the volume of tedious, repetitive tasks, we've slashed operational costs. We've created space to find new ways to add value to our business. It's a big victory."**
>
> Drew MacDonald, Vice President,
> Royal Brass & Hose

Reason #3:
Boost Order Accuracy

Even the best CSRs are only human. When processing hundreds of orders and thousands of line items per day, they will make mistakes. However, as any manufacturer or distributor knows, even a 1% error rate is too high. A single data entry error can result in significant problems with parts, quantities, coloring, or even pricing.

Ensure 100% accuracy and cut out costly data entry errors.

Sales order automation translates order data directly from the purchase order into the ERP system – bypassing the risk of human error. Unlike with workflow solutions based on OCR technologies, orders are processed with 100% data accuracy, guaranteeing peace of mind. rather than relying on optical character recognition.

Strengthen customer loyalty by eliminating errors.

100% order accuracy means you cut out the costly remediations that come with errors: extra shipping fees, wasted materials, credit notes, restocking costs, and write-offs. Moreover, getting orders right the first time is a guaranteed way to keep valuable customers happy.

> **"With Conexiom, our error rate is now zero. Our customers are delighted."**
>
> Alex Kaczor, Customer Service Manager, Swagelok

Reason #4:
Redefine Customer Service

Customer relationships are the backbone of manufacturing and distribution. However, manual order processing typically absorbs one third of a CSR's workday. Offering superior customer service means enabling CSRs to focus 100% on the high-value, interpersonal parts of their job. It means freeing CSRs from mundane data entry, so that they can focus on satisfying the people who pay for your product.

Win back ⅓ of your CSRs' workdays.

Sales order automation frees up tens of hours in a CSR's workweek. When CSRs are freed from manually keying in orders, they are given the time to:

- Rapidly speak and engage with customers about orders and issues, including exception handling and problem-solving.
- Dynamically follow up, fix concerns, and focus on the customer's needs.
- Quickly ensure fast and prompt deliveries, resulting in customer delight and trust.

Even if economic pressures force leaders to reduce headcount, the added capacity created by sales automation will enable them to prevent standards from slipping.

Deliver superior customer service – and employee satisfaction

Additionally, CSRs can deliver additional business value by making time for data analysis, to understand how accounts are performing across volumes, margins, and pricing.

> **"Our CSR team used to spend 80% of their time on order entry, and 20% of their time on customers. Now, it's 80% on customers and 20% on order entry. And no need to backfill former employees."**
>
> Darlene Bardin, Director of Customer Service, Genpak
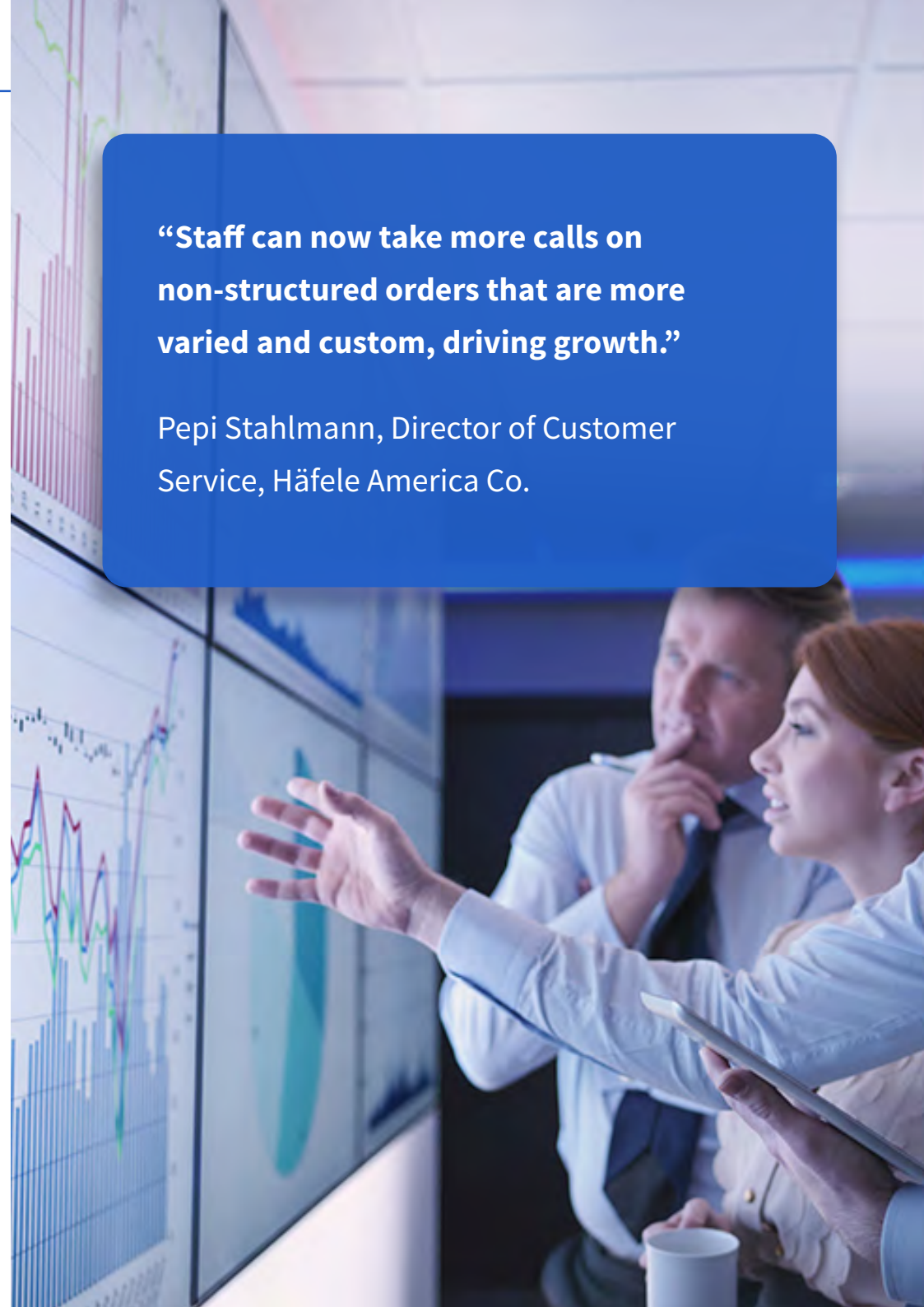
Reason #5:
Create Capacity for Growth

One of Gartner's top strategic technology trends for 2020 is hyperautomation: "an unavoidable market state in which organizations must rapidly identify and automate all possible business processes." Companies that deny or ignore hyperautomation will find it impossible to stay competitive. Why? Because the quickest way to drive growth is to do more with less – and this is precisely what automation facilities.

Do more with less.

Automating the sales order management process is a guaranteed way to maximize revenue opportunities and create cost savings. The time to value is short, with no burden to IT. Within 30 days, businesses can add significant extra capacity for growth, by focusing hundreds more staff hours on revenue-driving work.

Become a truly modern business.

Those companies that prioritize automation will transform into modern business that are agile, optimized and resilient. Sales order automation is a key way to safeguard key business objectives by maximizing revenue opportunities. By embracing sales order automation, distributors and manufacturers improve their ability to thrive, even in disrupted times.

> **"Staff can now take more calls on non-structured orders that are more varied and custom, driving growth."**
>
> Pepi Stahlmann, Director of Customer Service, Häfele America Co.

About Conexiom

Conexiom is a SaaS platform that delivers a sales order automation solution that eliminates manual document processing. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to deliver touchless order processing with 100% data accuracy to eliminate unnecessary cost and resource burdens, and to redeploy human capital to provide the highest levels of customer service. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

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

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