

J. GARCÍA CARRIÓN

ACCELERATING AVERAGE ORDER PROCESSING SPEEDS BY 80%



LOWER PROCESSING COSTS



TIME SAVED PROCESSING ORDERS



FEWER DATA ENTRY ERRORS

BACKGROUND

J. García Carrión, best known as García Carrión, is a leader in Spain's wine and juice market, which exports to more than 155 countries on five continents. Each year, the company receives more than 30,000 orders outside of the EDI workflow, amounting to an average of about 120 daily email and fax orders, which all must be manually processed.

This processing involves printing the emailed order and entering the order information into the SAP® system, taking an average of two minutes per order to process. This task is a full-time job for several people at its Madrid and Barcelona offices, affecting the Quality and Report Management department. Once orders are entered, they are saved in physical files.

García Carrión wanted to find software to help with the customer order management process, making it possible to:

- Improve order management productivity
- Reduce the number of errors
- Free up office space
- Provide a single point of access for all documents
- Speed up searches for orders
- Eliminate the need for paper
- Improve customer satisfaction
- Minimize risk of losing documents



*"Beyond just the tangible benefits, users of the Esker solution feel comfortable with the tool and are reporting an **improved quality of work life.**"*

Carlos Uceira | Systems Manager

SOLUTION

In its efforts to improve its processes, García Carrión chose a solution that helps increase order management productivity, while reducing the number of errors and creating a single point of access for all documents. As a result, order searches are faster and the risk of losing a document is drastically reduced — improving customer satisfaction. The company has also reduced its need for paper, saving office space by removing bulky filing systems.

With an implementation time of approximately two months, the Esker order management solution lets García Carrión receive all orders digitally, extract and validate data automatically, create orders in its SAP system, and consolidate and store everything electronically.

To automate the processing of customer orders for García Carrión, the Esker solution combines the following key features:

- Digital acceptance of all orders
- Automatic order creation
- Intelligent data extraction
- Unified electronic archiving
- Easy data validation

Using a multi-criteria search engine, Customer Service Managers can select specific fields to seek customer orders when needed. Combining multiple fields (e.g., customer name, purchase order date, currency, etc.) can help refine the search, and predefined views can be used to show lists of customer orders. Users can also easily create their own views and make them available to others.

BENEFITS

The main benefits that García Carrión has enjoyed thanks to the automation of order processing include:



70% reduction in order processing costs



99% order entry accuracy rate



80% faster order processing speeds



65% increase in time savings for Customer Service Managers



100% process visibility with SAP integration

OTHER BENEFITS

In addition to the stated business benefits, there are also benefits in terms of environmental sustainability. Specifically, the 30,000 documents that García Carrión now automatically processes saves an equivalent of 2.5 trees and 384 kg of CO2 emissions every year.

"In addition to drastically speeding up response times, we managed to improve customer service thanks to instant information retrieval. Ultimately, we were able to streamline and standardize our business relationships."

Carlos Uceira | Systems Manager

ABOUT J. GARCÍA CARRIÓN

Founded in 1890, the J. García Carrión company is the undisputed leader in Spain's wine and juice markets. Europe's leading winery, ranked third in the world and Europe's second biggest juice brand, its business reaches more than 155 countries on five continents. Its exports account for 50% of its total sales, with the goal of reaching 75% in five years. Meanwhile, the company has maintained sustainable growth in the domestic market, where it has various Designations of Origin, comprising 80% of D.O. Spanish wines, the most important being: Rioja, Ribera del Duero, Rueda, Penedés, Cava, Cataluña, Jumilla, La Mancha, and Valdepeñas.

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