GLOBAL PAINT COMPANY
## ACCELERATING PROCESSING TIME BY OVER 50% WITH ORDER MANAGEMENT AUTOMATION

BACKGROUND

A global paint company receives around 200 sales orders daily; though some arrive via fax, most are received through email. Prior to implementing an automated solution, orders had to be manually processed into the company's SAP® system. Ranging in size from 1 to 300 lines per order, up to 13 CSRs were solely dedicated to manual order entry — slowing down order fulfillment times, severely limiting visibility and reporting, and prohibiting CSRs from performing customer service activities.

As a result, the company wanted to replace its existing manual operation with an automated solution that could eliminate time-consuming tasks, bring analytics into the picture and give CSRs the freedom to focus on more value-added activities.

THE SOLUTION

After researching automation solutions from several different vendors, including OpenText, the global paint company ultimately chose Esker to automate its order management process. Fully integrated with its SAP system, Esker's Order Processing solution now electronically processes the company's 52,000 annual orders previously processed by hand. The cloud-based solution automatically locates and extracts all relevant data from the majority of orders received using autolearn technology. After only three months, Esker's built-in intelligent recognition and autolearn capabilities were able to accurately extract all relevant data from 68% of the global paint company's customer orders. The remaining 32% were then processed using Esker Teach functionality.

From a visibility standpoint, the Esker platform serves as the perfect tool for monitoring pertinent data throughout the process. Capturing information relating to usage by CSR, order entry time and more, it now has 100% visibility into its process and people — making it easier than ever to ensure a positive customer experience.
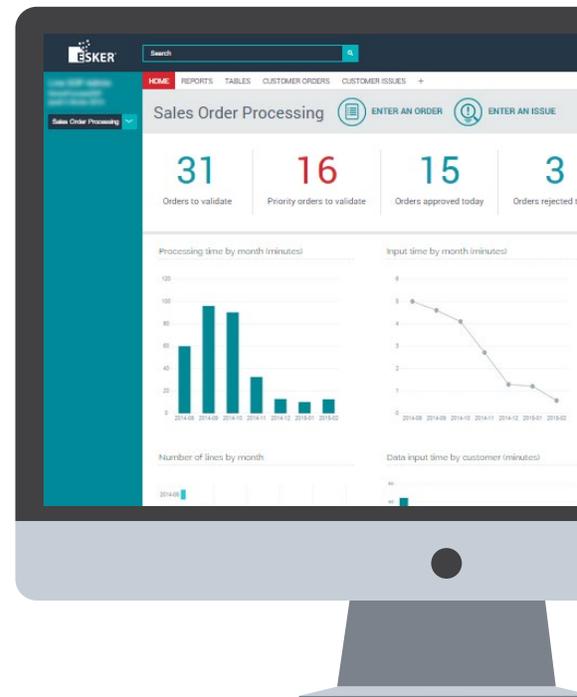
*"Esker's **reporting capabilities** were the biggest differentiator — it's better than we could have ever imagined. The opportunities for data mining are limitless, as we can track metrics for basically anything that will **streamline efficiencies** and make life **easier for our customers**."*

Supervisor of Customer Service

BENEFITS

Just three months post-implementation, the company is benefitting from a number of improvements, including:

Reduced order processing time from 10 minutes to 4.5 minutes per order

Increased reporting capabilities with real-time analytics via customizable dashboards

Heightened order accuracy and simplicity thanks to autolearn's 68% success rate

Improved customer experience with CSRs spending more time helping customers

*"We wanted our staff to spend more time **helping customers** instead of entering orders all day. Before implementing Esker, we had reduced our CSR headcount from 13 to seven. Even with less staff on-hand, Esker allows us to manage high order volumes while providing a **superior level of customer service**."*

Supervisor of Customer Service

FUTURE PROJECTS

In the short amount of time that the global paint company has been leveraging the solution, Esker has delivered big business benefits that may open the door for other opportunities such as expanding its use of the solution to other subsidiaries.

ABOUT THE GLOBAL PAINT COMPANY

This leading global paints and coatings company and a major producer of specialty chemicals is consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, its 50,000 employees around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.

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