

BUILDING MATERIALS COMPANY SUCCESS STORY

Processing Sales Orders 84% Faster Thanks to Continuous Improvement & Automation

BACKGROUND

This building materials company is one of the top roofing manufacturers in the U.S. with multiple facilities located across the country. Approximately 51% of the orders the company processes each month arrive via fax or email (phone orders had recently dropped from 60% to 22%).

Prior to Esker, these orders were processed and managed manually, as many customers would not convert to EDI due to the expense. This led to a number of challenges, including:

- Slower processing times (average of 3.5 minutes to process a fax/email order pre-Esker)
- Higher error rates due to the need for manual data entry into SAP® system
- Increased manpower costs during months of high order volumes
- Difficulty training new hires

Thanks to its dedication to continuous improvement and cost-reduction initiatives, the company made the decision to pursue an automated solution to optimize its existing order management operation. "The change from primarily phone to fax and email communications was dramatic for our business," said the Corporate Manager of Customer Service. "It created more variation from customers which, in turn, led to training difficulties, longer processing times and increased opportunities for errors."

SOLUTION

Esker's cloud-based Order Management automation solution was selected for its ability to help the building materials company achieve its three



WE NEEDED AN EASY-TO-USE, SINGLE-SOURCE SOLUTION AND ESKER PROVED TO BE A GREAT FIT. THE END RESULT WILL BE REDUCED COSTS, INCREASED ACCURACY, IMPROVED REPORTING CAPABILITIES FOR FAX AND EMAIL COMMUNICATION, AND THE ABILITY TO HANDLE BOTH ORDERS AND CORRESPONDENCE.

CORPORATE MANAGER OF CUSTOMER SERVICE



ABOUT THE BUILDING MATERIALS COMPANY

Industry: Building Materials

ERP: SAP®

Solution: Order Management

As one of the nation's largest independent manufacturers of residential and commercial roofing products, this building materials company has seen over seven decades of success as the result of teamwork, enduring relationships with customers, suppliers and employees, and a company-wide commitment to continuous improvement. The company is headquartered in the U.S. and operates additional manufacturing and warehouse facilities across the country in order to serve its customers roofing and building products.

BENEFITS AT A GLANCE



Reduced average order processing time from 3.5 minutes to 33 seconds



Improved management and team visibility



Streamlined workflow by converting to one system

primary project goals of reducing costs, improving reporting capabilities and consolidating all orders into one system. Esker was also able to offer a number of other promising capabilities that aligned with the company's core objectives:

Product Features

- Simple and easy-to-use interface
- Reasonable upfront cost with no hidden fees
- Customizable order entry process

Enterprise-Class Solution

- Single solution for multiple departments
- Easy to enhance and maintain solution, which resides outside of SAP
- Excellent customer experience and solution support

RESULTS

Esker's solution was implemented in three phases between August 2016 and January 2017. Esker utilized its Agile methodology during solution rollout, which allowed for onsite discovery sessions, remote development, and greater collaboration and understanding of process improvements throughout.

Since its implementation of Esker's Order Management automation solution, the building materials company has achieved numerous business benefits, including:



TIME & COST SAVINGS

- 84% reduction in average order processing time (3.5 minutes to 33 seconds)
- 34% reduction in staff through attrition with internal promotion



REPORTING CAPABILITIES

- Improved reporting for continuous process improvement
- Better visibility of workload for management and entire team
- Audit trail with supporting documents



SAP INTEGRATION

- Converted to one system with correspondence queue
- Ability to attach documentation to SAP orders



PLEASANT SURPRISES

- 60% reduction in new hire onboarding time for fax/email orders
- Facilitated inter-company seasonal help for high-demand months



THE IMPLEMENTATION OF ESKER'S ORDER MANAGEMENT SYSTEM HAS NOT ONLY HAD DRAMATIC PRODUCTIVITY BENEFITS IN OUR PROCESS, BUT WE HAVE ACHIEVED THOSE RESULTS WITHOUT SACRIFICING THE SERVICE LEVEL TO THE CUSTOMER. IT HAS BEEN A KEY PART OF OUR BACK OFFICE AUTOMATION EFFORTS AND HAS HELPED FREE OUR PEOPLE TO ENGAGE IN HIGHER VALUE ACTIVITIES.

VICE PRESIDENT OF SUPPLY CHAIN OPERATIONS, SIX SIGMA & MANUFACTURING SUPPORT



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