



SIMON SUCCESS STORY

IMPROVING CUSTOMER SERVICE WITH ORDER MANAGEMENT AUTOMATION



BACKGROUND

Simon, a leading Spanish electrical and lighting company, was looking to equip its customer service department with a solution that could automate and speed up its order management process. Until now, Simon's customer service (CS) team had been manually entering all customer orders, a very time-consuming process that could sometimes take days for orders with up to 1,000 line items.

Additionally, because Simon offered its customers variable discounts depending on the items included in their orders, this, and order volumes, complicated its order management process even further.

SOLUTION

The time spent processing orders from start to finish has a direct effect on customer response times. The goal was also to reduce errors caused by manual data entry and to obtain full visibility of incoming traffic from all channels, thereby improving the work of the CS department. To achieve this, the company put its confidence in Esker's Order Management solution.

The project was rolled out in two phases. In the phase one, checks were performed to verify that data was being read correctly, and models were created for top clients. In the second phase, order types were identified, implemented in a different queue for each company, and price terms sent directly to its SAP® ERP system. The SAP integration was tested to process orders with more than 200 line items, then orders with 350 line items and eventually 1,000 line items.



MANAGING ORDERS WAS A LONG AND COMPLICATED ORDEAL. ESKER HELPED US REDUCE ERRORS AND SPEED UP THE PROCESS, GOING FROM DAYS FOR SOME ORDERS TO LESS THAN TWO MINUTES ON AVERAGE. WE NOW OFFER BETTER QUALITY WORK AND RESPOND TO CUSTOMER REQUESTS MORE QUICKLY.

SANDRA SÁNCHEZ | CUSTOMER SERVICE MANAGER

ABOUT SIMON

Industry: Electronics

ERP: SAP®

Solution: Order Management

After positioning itself as a leader in the Spanish market, Simon has consolidated its presence in more than 90 countries, where it promotes business areas ranging from small electrical materials, to control systems, connectivity, architectural, interior and urban lighting, and electric vehicle recharging. The Simon Group team is made up of 4,000 people around the world, with facilities in 15 countries, nine of which have production centers.

BENEFITS AT A GLANCE



80% faster order processing



Error rates **cut in half**



Ability to process orders up to **1,000 lines**





BURDENING A CUSTOMER SERVICE DEPARTMENT WITH ORDER ENTRY REPRESENTS A MISSED OPPORTUNITY FOR ASSISTING CUSTOMERS AND PROVIDING VALUE. WE NO LONGER SELL PRODUCTS, BUT RATHER SOLUTIONS, WHICH MEANS THAT WE HAVE TO HAVE QUALIFIED STAFF WHO CAN PROVIDE EXCELLENT SERVICE AS A MARKET LEADER.

ANNA VISA | DIRECTOR OF SERVICE

BENEFITS

Just six months after deployment, Simon has enjoyed significant benefits from implementing Esker's automated Order Management solution, including:



FASTER ORDER PROCESSING from hours, even days, for large orders to mere seconds for small orders, and just three minutes for orders with up to 1,000 line items



PRICE TERMS AUTOMATICALLY SENT, replacing manual process



SIGNIFICANTLY REDUCED DATA-ENTRY ERRORS thanks to AI-powered data extraction



INCREASED VISIBILITY WITH PERSONALIZED METRICS to help managers make smarter decisions



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