



# Improving Efficiency in Deduction Claims Processing

After successfully automating its order entry process, GBfoods streamlined and optimized deduction claims and the entire order-to-cash process.

## At a glance

# GBfoods



**Food & beverage industry**



**7,000 deduction claims automated annually**



**Established in 1937**



**SAP®**



**Barcelona, Spain**



**EUR 1.2B in sales & 3,000 employees**



# Challenges

## Creating an efficient & streamlined deduction claims process

GBfoods, a Spanish multinational food processing company, with well-known brands such as Gallina Blanca, is used in over 70% of Spanish households. Following the successful implementation of Esker Order Management, which automated all orders received by email and fax, GBfoods then decided to extend the relationship to include the deduction claims processing, which includes supporting documents such as trade and promotional invoices. These documents were creating multiple complications within the company's order-to-cash (O2C) cycle: The Customer Service (CS) department was spending 30-40% of its time manually processing them, and the Accounting team had little to no visibility into how much would be deducted from accounts receivable invoices, rendering the entire accounting inaccurate.

Managing deduction claims is an integral part of GBfoods' interactions with distributors and retailers. The reasons for claims are varied: incidents occurring during merchandise transportation, delivery or reception, erroneous invoicing, or order placement due to formatting discrepancies. Most often, however, claims were placed due to promotional agreement divergences such as volume discounts, promotional offers at the point of sale, etc. Managing these was a tedious and time-consuming task for GBfoods' CS department, despite being essential to ensuring correct accounting and payment allocation. The process also often involved other departments, such as Sales, who validated invoices to ensure that they corresponded to the original customer agreements and did not include unauthorized deductions.



## Digitally transforming the deduction claims process

The company was aware of the need to digitally transform its deduction claims process, simplify the work of the CS and AR departments and reduce overall processing times. GBfoods implemented Esker Claims & Deductions to automate the reception, sorting and processing of deduction claims. The CS back-office team now receives, automates and separates the supporting trade and promotional invoices to be debited or credited in order to carry out an initial classification. Based on the VAT, the AI-supported solution then determines whether the invoices are related to a discount, a service or another category and then, once validated by the Front-Office Retail Customer Service Manager, a cost center is assigned. If there is a doubt, the invoice is sent to sales or another department via a collaborative investigation and approval workflows.

**Susana López**  
Front-Office Retail Customer Service Manager, GBfoods





# Results






## Saving time & improving the customer experience

Meeting the intended objectives of streamlining their processes and improving efficiency, the entire CS department has received plenty of praise from other departments, as inter-departmental collaboration is now much easier and faster.

“We’ve improved the whole O2C process and enhanced our collaboration with customers. This has resulted in a very a low dispute rate at GBfoods and an order delivery service satisfaction level of over 98% for more than five years.”

**Susana López**  
Front-Office Retail Customer Service Manager, GBfoods

## Highlights

-  500 hours of CSR time saved thanks to automated deduction claims processing
-  50% of promotional invoices processed in less than 1 minute
-  Increased visibility on claims resulting in more accurate accounting
-  Enhanced inter-departmental communications and workflows
-  Improved categorization of order delivery priorities

# Want to transform your claims & deductions process like GBfoods?

**Our team is at your service.**

## About Esker

Esker is a global cloud platform built to unlock strategic value for Finance, Procurement and Customer Service professionals, and strengthen collaboration between companies by automating the cash conversion cycle. Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

Our customers use our cloud solutions to increase the efficiency, productivity and visibility of their Source-to-Pay (S2P) and Order-to-Cash (O2C) processes.

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