

Givaudan

**PROMOTING A CUSTOMER-CENTRIC
CULTURE BY INCREASING SPEED,
ACCURACY & EFFICIENCY**

Esker's Order Management & Accounts Payable solutions ensure scalability so that Givaudan's focus always stays on the customer

AT A GLANCE

Givaudan



Global leader in the creation of flavors & fragrances



Approx. 16,000 employees



3 regional customer support & 3 shared service centers



6.3 billion CHF in sales (2020)



SAP® ERP

CHALLENGES

Scaling up while increasing customer satisfaction

As a worldwide provider of flavoring, scent, and health and beauty products, Givaudan has three regional customer support centers providing customer care, as well as three shared service centers (SSC) handling accounting and other professional services for the company. As part of the company's vision for growth and expansion into new lines of business, Givaudan was looking for ways to apply automation to various manual aspects of business operations while allowing for scalability and utilization of their human resources.

Givaudan had also begun to centralize and standardize its internal professional services, including accounts payable (AP). However, its AP processes still heavily relied on intensive, manual entry of invoices, approvals, and payments. Increasing vendor purchases meant a slowdown in payment processing, not to mention a higher potential for manual data entry errors.

"We wanted to create added value with the people we have and to improve quality, reduce mistakes and improve service by eliminating manual, repetitive tasks with automation," said Jan-Willem Scheel, Givaudan Customer Care and Demand Planning.

Existing manual processes for order entry would not scale, and a rising order volume would invite inaccuracies and order fulfillment errors. Givaudan needed automation to improve speed, efficiency and accuracy of order entry and processing. While the SAP system is a core part of their business operations, it did not provide a flexible solution to accomplish this.

OBJECTIVES



Create more strategic, fulfilling work for staff



Reduce manual scanning & redundant data entry by automating manual tasks



Eliminate human errors & inefficiencies with automated processing



Improve customer satisfaction

Esker's automation is definitely a quality step forward for our customers and employees.

Alessandra Mello

Global Head of Customer Care and Demand Planning, Givaudan

SOLUTION

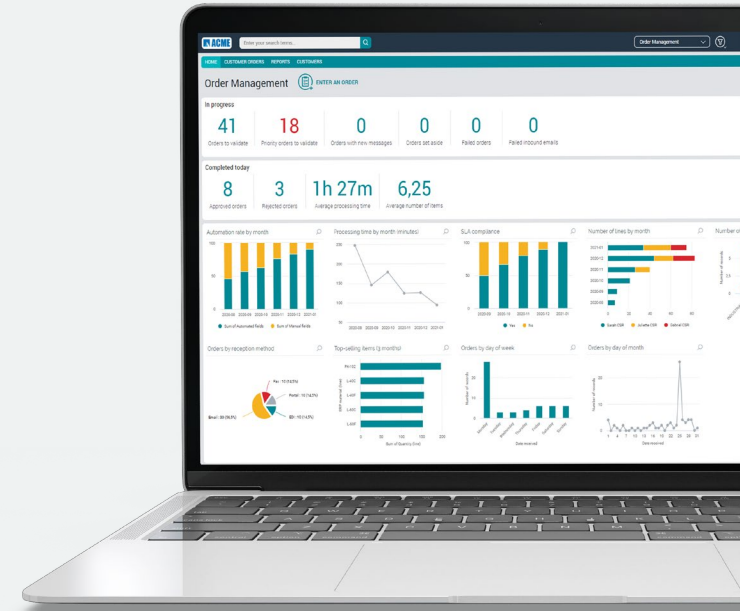
Agile methods make implementation a breeze

Givaudan decided to separate the administrative aspects of customer care from the customer-facing ones, allowing the front office staff to focus on what it does best: building meaningful relationships with new and existing customers. The order entry and administrative support would continue performing the order processing functions, including manually entering orders into the company's SAP system. However, Givaudan's aggressive growth strategy meant the workload on this staff would only increase.

Givaudan selected Esker's Order Management solution to streamline its customer care workflows, eliminate excess paper documents, reduce manual data entry, and increase both customer and employee satisfaction.

Givaudan was soon able to automate the receipt and reading of customer orders. The automation not only increased the new order throughput but also prevents the inevitable errors that come with manual data entry. Getting orders into the system faster and more accurately has increased order quality and confidence, not to mention speed of fulfillment – which leads back to stronger customer relationships, one of Givaudan's primary customer care goals.

In addition, the company selected Esker's Accounts Payable automation solution to eliminate the manual scanning and digitizing of invoices, as well as capturing and recording payments, thereby increasing both throughput and accuracy.



Esker always dedicated the right people to our projects, so we found solutions aligned with our vision and goals.

Jan-Willem Scheele

Global Solution Expert, Customer Care and Demand Planning Service Manager, Givaudan

Esker's Order Management and Accounts Payable solutions were implemented quickly thanks to Esker's use of Agile methodology, and both solutions seamlessly integrate with Givaudan's single-instance global SAP system. In addition, Givaudan's automation projects benefited from having a consistent set of Esker team members throughout the projects. "The support we received was of the highest quality and always from the same people at Esker, which made the process very smooth for us," said Alessandra Mello, Givaudan Global Head of Demand Planning. "Esker never stopped until we were completely satisfied with the results."

"We selected Esker's Accounts Payable solution because of the trusted working relationship Esker had with the demand-to-cash team," said Marton Nagy, Global Solution Expert Procure-to-Pay at Givaudan. "Esker has been delivering on its promise ever since."



As a manufacturing company, we need to process invoices from all possible purchasing channels, for raw materials, equipment, services and even logistics. Esker gives us this flexibility.

Marton Nagy

Global Solution Expert Procure-to-Pay,
Givaudan



Our goal for automation is not to make our people redundant, but to make them more valuable. We need our employees to be creative, to think, to make sure we go further than where we are today. Automating the tedious, repetitive tasks lets them use their time for more valuable purposes.

Marton Nagy

Global Solution Expert Procure-to-Pay,
Givaudan



Part of Givaudan's strategy for automating order entry and AP included making interaction with the solution simple for both customers and vendors. B2B customers place orders and send invoices in a variety of ways. With Esker, Givaudan has a flexible order processing solution that can adapt to the different ways B2B companies communicate without requiring complex integrations to accommodate Givaudan's internal systems and data formats. "We considered using EDI connections, but we found this quite limiting, as few customers are willing to invest the time, money, and resources to implement it," said Mello. "Esker solutions don't require our customers to build complex integrations to send us orders or invoices."

RESULTS

Accuracy & speed create happy customers & employees

Givaudan started down the path to automation and the “Esker Touchless Journey” well ahead of the COVID-19 pandemic, yet its embrace of process automation helped it adapt smoothly to the new way of working. Givaudan attributes a key part of its success during the pandemic – and its ability to adapt to future radical changes in the global business environment – to the implementation process and working closely with the Esker team.

Givaudan can now teach the solution on the invoice formats its vendors use, allowing it to automatically and accurately enter invoices into the system. It also eliminates tedious entry of additional data to meet the invoice processing and tracking requirements in different countries – critical for a global company like Givaudan. As a result, the AP staff has more time to concentrate on issues that truly require its skill and talent to investigate and resolve.

Thanks to the broad employee acceptance and efficiencies of Esker’s solutions, Givaudan’s future plans include seeking additional opportunities to apply automation to enable its growth over the next decade and beyond.

IMPACTS



Faster, more accurate order entry & fulfillment



Streamlined automated AP process



Up to 20% touchless processing in some regions



Staff time freed-up to focus on more strategic tasks

Our Esker journey started with automating sales order entry, and we’re seeing similar efficiency gains with the new AP solution. Our people can now focus their talents on what they do best, instead of tedious manual processes. Givaudan’s 2025 vision will feature even more ways to automate repetitive, manual tasks to add even greater value. Esker solutions will figure prominently in that plan.

Vincent Dupuis

IT Project Manager, Givaudan

Want to automate your key business processes like Givaudan? Our team is at your service.

GET IN TOUCH WITH ESKER

ABOUT ESKER: Esker is a global cloud platform built to unlock strategic value for finance 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 Procure-to-Pay (P2P) and Order-to-Cash (O2C) processes.

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