**Customer Service** 



### At a glance

### **HEINEKEN Spain**



Industry: Food & beverage



1,400 employees



Founded in 1900



SAP® (ERP)



# **Challenges**

HEINEKEN Spain is the leading developer and marketer of premium beer and cider brands, including Heineken®, Cruzcampo, Amstel and Buckler. Prior to Esker, HEINEKEN received more than 40,000 fax and email orders annually (not including EDI orders), which were entered by hand into the company's SAP® system.

The challenges of this type of manual processing prompted HEINEKEN Spain to seek an alternative order processing solution capable of improving customer response times, reducing manual handling errors and increasing order processing visibility. The company selected Esker Order Management.

# **Solution**

Esker's Al-driven solution extracts all order data from faxed and emailed orders (customer numbers, product codes, quantities, ship to addresses, etc.) and automatically matches it with HEINEKEN's master data. Once read, interpreted and validated, the order is sent to HEINEKEN's SAP system as an IDoc file using the existing EDI channel.

Because each order is automatically captured and analyzed on Esker's platform, essential data metrics are made visible on the dashboard homepage. This allows greater visibility to the work carried out by the Customer Service team, as well as faster and more accurate product delivery.

Additionally, orders are automatically split by product type and multiple orders are created in SAP for one order document. Thanks to this functionality, when an order contains different product types, Esker automatically splits it into two separate orders and integrates them into the SAP system.

## Results

Esker has worked on several enhancements to enable HEINEKEN Spain to deliver increased value to its customers, including dispatch advice, invoicing and managed returns.

HEINEKEN Spain also expanded its use of Esker's solution to automate its EDI orders to achieve 100% visibility over all order reception channels for the retail, food and services industries. Esker's dashboards provide real-time metrics and analytics based on KPIs, detect any inconsistencies, and deliver resource management intelligence to ensure full customer satisfaction.

"We have reduced the number of order entry errors due to manual handling and sped up our processing times. As a result, we have been able to invest more time on higher-value tasks, which has led to an increase in customer satisfaction."

> Luis Fernández-Palacios Order Management Manager

### **Highlights**



**500% increase in order processing speed (from 170 to 30** seconds on average)



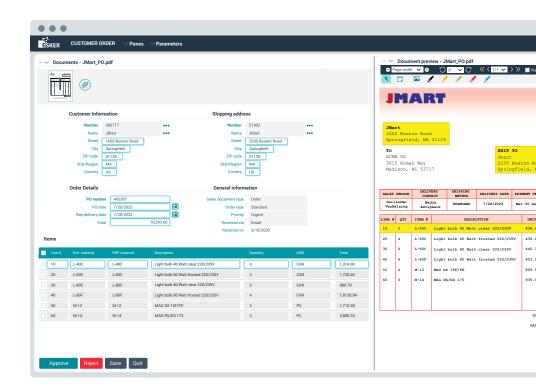
74% of orders validated without any changes



50% of orders are fully automated without human validation



**Enhanced visibility** over the entire ordering process



# Want to transform your order management process like HEINEKEN Spain?

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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