



# DELICATO FAMILY VINEYARDS

## PROCESSING SALES ORDERS 60% FASTER AT CURRENT HEADCOUNT DESPITE DOUBLE-DIGIT GROWTH

### BACKGROUND

As one of the fastest growing wine companies in the U.S. over the past decade, Delicato Family Vineyards has, not surprisingly, seen an increase in the volume of sales orders it receives. Not only is Delicato selling more of its award-winning wine than ever before, its portfolio of private-label products has also rapidly expanded in recent years. This impressive growth created challenges across the organization, including added complexity and bottlenecks for the Customer Service team in charge of processing orders.

"Processing orders manually in SAP® had become very time consuming," said John Tinston, Director of Customer Service at Delicato. "There came a point where spending so much time entering orders in SAP was impacting our ability to focus on more value-added services to our customers. Asking for more staff to keep up with the volume was not an option — that's when we turned to Esker."

### SOLUTION

After first engaging with Esker in 2014, the project was put on hold due to other priority initiatives on Delicato's end. Then, in 2016, the project was revived and ultimately implemented (in 11 weeks!) in 2017. Today, 95% of all orders are now processed electronically through Esker's solution.

"Automatically generating order acknowledgments in Esker and attaching the customer purchase order to the order automatically in SAP are huge time savers," said Tinston. "We're really happy with the software and like to show people what it can do. Doing things the old way, it typically took us 15 minutes to process a single order. Today, it's more like 5-6 minutes thanks to Esker."

#### How it works

Esker's AI-driven Order Processing solution automates every phase of order management — from the reception of a customer document to the creation of a corresponding sales order in the ERP system — minimizing the number of repetitive manual tasks and helping employees work smarter, not harder. Some of the built-in technologies that enable automated order management, include:

- Machine learning
- Dashboards & analytics
- ERP integration
- E-archiving
- Issue & EDI exception management
- Customer portal

*"Asking for **more staff** to keep up with the volume was **not an option** — that's when we turned to Esker."*

John Tinston | Director of Customer Service

## BENEFITS

Since its implementation of Esker's Order Processing automation solution, Delicato has achieved numerous business benefits, including:



**Lean growth;** growing order volumes can now be managed without adding headcount



**60% faster order processing times;** orders get processed, audited and released in the same day



**Improved morale;** staff feels more empowered and accomplished thanks to less data entry



**Better decision making;** instant access to order-related data promotes quicker, more informed decisions regarding bandwidth, logistics, etc.



**More time for program management;** resources are now free to devote to new product launches, customer outreach, etc.



**Increased audit accuracy;** less manual work makes it easier to spot potential issues during audit



*“The ability to gather information in real time just wasn’t an option before. **Identifying priority orders, monitoring bandwidth, total visibility to the order queue** – now it’s all done with the touch of a button thanks to Esker.”*

John Tinston | Director of Customer Service

### ABOUT DELICATO FAMILY VINEYARDS

Delicato Family Vineyards is one of the fastest growing wine companies in the world, celebrating 90+ years of California winemaking and grape-growing heritage. Family owned and operated since the company's founding in 1924, three generations of Indelicato family have fostered the winery's commitment to innovation, quality and environmental stewardship – cornerstones that have harnessed the family's long-term focus and solidified the winery as an internationally recognized leader in the industry.

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