



# MULTINATIONAL PHARMACEUTICAL COMPANY

ACCELERATING ORDER PROCESSING BY 50%  
WITH AUTOMATED ORDER MANAGEMENT



ON AVERAGE TO  
PROCESS AN ORDER



OF ORDERS FULLY AUTOMATED  
WITH NO CHANGES REQUIRED



OF ORDERS REQUIRE  
TWO CHANGES OR LESS

## BACKGROUND

A leading pharmaceutical company's Spanish subsidiary receives 370 daily orders (42% by fax, 31% by email and 27% by EDI) from hospitals, health centers, wholesalers, pharmacies and the Spanish Ministry of the Interior. The company's customer service department was spending significant amounts of time manually entering order data and performing labor-intensive corrections (e.g., quantities, reference numbers, delivery points, etc.). Looking to streamline customer service and speed up product delivery to patients, the company decided to automate its order management process.

The company sought a solution that would process fax, email and EDI orders electronically and address order process challenges common to companies in the healthcare sector.

## SOLUTION

Esker's AI-driven Order Processing solution met the company's needs by bringing intelligence to data capture, transfer, correction and data analysis, as well as electronic archiving. Esker processes all orders electronically, regardless of format or reception channel. EDI orders are automatically converted into a user-friendly PDF format, which simplifies and accelerates the Customer Service Representative (CSR) validation process. Thanks to Esker's machine-learning technology, the solution remembers every product order format customers use and orders are automatically routed and assigned to the correct CSR according to geographical criteria (e.g., customer's location). Additionally, Esker groups ordered items by type so they receive the proper processing, separating items that can be automatically validated from those that require manual validation.

### Relieving pharmaceutical-specific order processing pains

Esker groups order lines to create split orders from a single incoming document based on multiple criteria (e.g., product category, delivery date, shipping instructions, etc.) adapted to the company's needs.

#### Order splitting by product category

Certain products require special shipping and handling logistics, such as drugs necessitating an uninterrupted cold chain during transport, safety specifications for hazardous medicine and regulatory stamps for narcotics. Esker automatically splits these orders and multiple shipments are then generated in the company's SAP® system.

### Order splitting by shipping address

Orders from the Ministry of the Interior contain numerous lines corresponding to products to be delivered to prisons at different locations. Esker automatically pulls line items destined for the same address and forwards them to the designated CSR. Esker converts these multi-order documents into regular orders, using intelligent line grouping by order number and delivery point. Esker is able to create the European Article Numbering (EAN) based on the Ministry's description of the product, matching it with the company's internal product codes referenced in the SAP system.

### Order splitting by specifications

Orders for narcotics require a specific authorization which arrives by postal mail up to two months after the sales order. When an order contains only narcotics, the entire sales order is "blocked/pending authorization" in a separate queue until the authorization documents are received, attached to the order and posted to SAP. However, if an order contains both narcotic and non-narcotic products, it is important for the company to be able to process the non-narcotic products quickly and not have the entire order blocked due to the authorisation for the narcotics. Esker is able to generate separate sales orders and group all narcotic line items which are put into the "blocked/pending authorization" queue while the non-narcotic line items remain in the original sales order and are directly posted to SAP.

*"Thanks to Esker, we now can manage all incoming orders regardless of reception channel (e.g., fax, email, sales, EDI, etc.) from one dashboard view. We are able to easily monitor team performance, order volume and Key Performance Indicators in real time, which has resulted in more control, visibility and transparency in our daily work."*

Customer Service Manager

## BENEFITS

With Esker's solution streamlining order processing activities, the company has experienced benefits such as:



**Orders are processed two times faster** (48 seconds per order down from 90 seconds)



**CSRs no longer have to worry about processing different order formats**



**Electronic order archiving** for six years



**Automated narcotic order routing** speeds up order processing



**Automatic validation** takes place based on previously authorized orders



**Seamless SAP system integration** streamlines order management; the original order archived in Esker can be viewed from SAP



**54% of orders don't require any changes** after two months of solution implementation; **90% have two changes or less**

### ABOUT THE MULTINATIONAL PHARMACEUTICAL COMPANY

This leading pharmaceutical company, headquartered in Belgium, has more than 30,000 people working hard to prevent, treat, cure and stop some of the most devastating and complex diseases of our time. From heart disease to HIV, Alzheimer's disease to cancer, the company is committed to issues that touch everyone's lives.

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