



ACHIEVING 50% FASTER ORDER PROCESSING SPEEDS

Moen's use of Esker's Order Processing automation solution has positively transformed what used to be a manual, labor-intensive process across its U.S. and Canadian locations.

Project Background

Moen first began its relationship with Esker roughly a decade ago, when the nationally renowned plumbing supply manufacturer was looking for a more efficient way to process the orders coming in from its customer base.

Previous manual challenges

At that time, approximately 70% of the orders that Moen received in the U.S. were sent via fax (versus only 30% via EDI) and had to be manually entered into the company's SAP® system.

This, according to Karen Rechenbach, Moen's Customer Service Business Support Leader, caused a number of issues for her team: "Our staff was having to spend a bulk of their time walking to fax machines, assembling orders, stapling them – all the low-value manual tasks that inhibit speed and productivity."



With Esker, it really doesn't matter how we receive orders anymore. They all come through one point of contact and flow into SAP – it's that simple.

Karen Rechenbach — Customer Service Business Support Leader

Searching for a solution

After leveraging research from a handful of industry analysts, Moen began to explore a variety of vendors for potential solutions that could streamline its order management process.

Ultimately, Moen selected Esker and its on-premises Order Processing solution for three key reasons:

- **Paperless workflow.** Esker's ability to let order data flow directly into SAP without Moen's staff having to touch a piece of paper represented a huge amount of savings.

- **Improved use of resources.** Implementing Esker meant that Moen could reallocate the individual whose primary duty had been to gather, scan and distribute fax orders.
- **Easy order creation.** The ability to clearly see the validation form laid out with customization options was a big benefit to Moen in terms of gaining additional efficiencies.

"The other providers at the time were nowhere near what Esker could offer in terms of functionality," said Rechenbach. "In the end, it made our decision a fairly easy one."

Order Processing Automation

Since its initial implementation of Esker's Order Processing solution, Moen is now operating the latest version of Esker DeliveryWare (6.0) and has expanded automation capabilities to both its U.S. and Canadian locations. Furthermore, customers have since reduced their use of fax in favor of email, adding another dimension to Moen's order management process.

For Karen Rechenbach, however, Esker has had a calming effect on what otherwise could have been a complicated process: "With Esker, it really doesn't matter how we receive orders anymore. They all come through one point of contact and flow into SAP – it's that simple."

About Esker's solution

Esker's Order Processing solution takes the pain out of traditional order management by removing virtually all manual touch points – from reception of an order to its creation in the ERP system to electronic archiving – allowing orders to be quickly processed and tracked in real time, regardless of how they arrive, with complete accuracy, visibility and efficiency.

Benefits since implementation:

On order visibility:

- Greater control and management of queues
- Improved prioritization of workflow, allowing resources to be more appropriately allocated
- Ability to ensure same-day processing thanks to reporting capabilities
- Instant access to orders during customer inquiries with ability to include electronic annotations

On lean growth:

- Eliminated four positions through normal attrition, including a position solely focused on scanning and distributing faxes
- Maintained a consistent headcount needed for order entry despite growth in order volumes

On speed and accuracy:

- Reduced order processing time by 50% (4.5 minutes to 2.5 minutes per order)
- Maintained a 99.5% accuracy rate (had no way of measuring this prior to Esker)

"We went from zero visibility to having full transparency into our order management process," said Katie Nutaitis, Manager of Order Fulfillment at Moen. "With Esker, we can prioritize our workflow just like an air traffic controller would. We know exactly what's going on and can shift our resources as needed."

"Starting out, I don't think we really understood how much visibility our process was lacking," said Rechenbach. "But once we went live that first day and saw all of our orders in the queue, we were amazed at how easy it was to access and optimize our workload."

Esker's customer community

In addition to being satisfied with the performance of Esker's solution, Moen has also had positive experiences with Esker's staff members, both during implementation and upgrades, as well as during Esker's educational customer community events (e.g., Customer Support Benchmarking Council, Esker Americas User Conference, etc.).

"I always appreciate the support within the Esker community," said Rechenbach. "I feel like I can go to their team members with any question or concern and we'll always work together to solve it. Not only are the Esker folks smart and supportive, they make everything fun and more enjoyable."

About Moen

Moen is one of the world's largest manufacturers of plumbing supplies, including kitchen faucets, kitchen sinks, and plumbing specialties and accessories. With over five decades focused on making its products the best in the industry, Moen has established itself as the No. 1 faucet brand in North America.

The Moen product line, started by inventor Alfred M. Moen, is now part of the Fortune Brands Home & Security company. The Moen subsidiary is headquartered in North Olmsted, Ohio.

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