



HUSQVARNA SUCCESS STORY

REDUCING ORDER PROCESSING TIME BY 75% THROUGH AUTOMATION

BACKGROUND

Husqvarna, a global leading producer of outdoor power products, was looking to optimise its order management process, as it was struggling to manually process a monthly volume of 3,000 orders, received in different formats (predominately fax, but paper, email and e-commerce as well). Husqvarna lacked visibility into its order processes, users faced difficulties in retrieving information and completing an order was very time consuming. To address these problems, the company selected Esker to automate its order management process to achieve multiple objectives:

- Increase employee's productivity and efficiency
- Reduce order entry errors
- Achieve 100% order visibility to improve customer response time

SOLUTION

Fax continues to be widely used in Japan, however it remains very challenging to retrieve accurate information due to poor quality and content. Thanks to Esker's Order Management solution, Husqvarna is now able to process all orders received via email, e-commerce platforms like Amazon and fax all on one platform. This has resulted in significant time savings as they no longer need to process orders on two separate platforms. Husqvarna has been able to get rid of their old fax machines and automate 100% of orders.

Particularly beneficial to Husqvarna was the fact that Esker's solution interface is translated in more than six languages, including Japanese, which has facilitated solution use internally and increased adoption rates among their customers.



TODAY, DELIVERING AN ORDER IS ALL ABOUT SPEED AND ACCURACY. WITH THE HELP OF ESKER, WE ARE ABLE TO PROCESS ORDERS IN ANY FORMAT, GIVING US THE VISIBILITY TO FULFIL ALL ORDERS IN A TIMELY AND CORRECT MANNER."

KANAE OHTSUKA | GLOBAL INFORMATION SERVICES | HUSQVARNA JAPAN

ABOUT HUSQVARNA

Industry: Farm Machinery & Equipment

ERP: CSS ERP

Solution: Order Management

Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European leader in garden watering products and a global leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, McCulloch, Poulan Pro, Weed Eater, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2018 amounted to 41bn Swedish Krona and the Group has around 13,000 employees in 40 countries.

BENEFITS AT A GLANCE



75% decrease in order processing time



100% automation of fax orders



20% reduction in paper use





OUR ORDER MANAGEMENT TEAMS ARE ABLE TO WORK REMOTELY THANKS TO ESKER. THIS IS PARTICULARLY KEY IN CHALLENGING TIMES. **MAINTAINING BUSINESS CONTINUITY IS CRITICAL TO ENSURE MINIMUM IMPACT AND LOSS.**"

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BENEFITS

Husqvarna has enjoyed numerous benefits from implementing Esker's automated Order Management solution, including:



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