**Ebook**

# AI-Powered B2B Customer Service: 5 Inspiring Success Stories

# What's inside

Join us as we embark on a journey through the world of AI technologies, where we visit five multinational companies to discover how they transformed their order, claim and customer inquiry management processes. Discover how these businesses ensure that every order is a "perfect order," every claim is resolved swiftly and every inquiry is answered rapidly and accurately.

Whether you're a business leader eager to learn more about what AI can actually do for your company, or a CSR looking to enhance your skills, get on board and buckle in.

# What is Esker Synergy AI?

Esker Synergy AI is a carefully curated set of technologies that power Esker's suite of solutions. These AI technologies include neural networks, machine learning and LLM capabilities that create a powerful engine that optimises all things customer service.

The AI capabilities in Esker Synergy AI do not replace Customer Service Representatives (CSR) in the B2B world. They're a tool that efficiently handles all the manual, mundane tasks a CSR needs to perform on a daily basis. Once the monotony is off their plate, CSRs can focus on what truly matters – ensuring an excellent customer experience.

This becomes even more critical as purchasing habits from the B2C world are spilling over into the B2B sphere, as buyers have the same heightened expectations for convenient purchasing in their professional and private lives.

# We do AI differently

Esker Synergy AI has been in the making for over 15 years, and we continuously work on addressing the evolving questions about AI useability, security and sustainability. Our wealth of AI experience and patents creates a solid foundation that good business and relationships are built on.

### Security — your data stays yours

All Esker solutions are hosted on Microsoft Azure, including Synergy GPT functionalities, to ensure that the data is not used or saved by a third party. Customer data does not travel over the internet, ensuring data security and privacy. The Esker-trained AI models only respond to specific tasks. They do not process personal information, and conversations are not saved.

Esker registers at Levels 3 (limited risk) and 4 (minimal risk) for the European Union AI Act and continues to maintain the ISO 27 001 certification.

### Purposeful & responsible

We only use AI in targeted, purposeful and value-added scenarios. Since some Esker Synergy AI features don't require a big model, Esker trains its own LLM. The result is a model that is approximately 600 times smaller than ChatGPT-4.

Features requiring a larger model use shared servers. This directly results in a lower carbon impact.

New models are continually evaluated for finding the best ratio between performance and carbon footprint.

### LLM as a Service

GenAI features are integrated into Esker solutions and do not require a separate contract with LLM providers. Esker manages the prompt engineering, version updates and secure scaling, bringing down the cost of ownership by reducing the need for AI-trained staff.

AI-assisted responses are generated using each customer's own data to make it as up-to-date and relevant as possible, while maintaining solution-inherent data security.

# 5 Customer Service Success Stories

Chemical

> 5,700 employees

Founded in 1931

SAP® ERP

Headquarters in Mannheim, Germany

## Customer Inquiry & Order Management

### Objectives

- Reduce the amount of time spent assigning customer inquiries via email
- Improve order entry efficiency
- Increase visibility and collaboration across the Customer Solutions department
- Eliminate tedious manual tasks to drive more value throughout the business

### Results

- Reduced order entry time by 25%
- Improved order entry turnaround time from 24-48 hours down to 6 hours
- Automatically classifies 84% of all incoming customer inquiries
- Eliminated 100% of paper with electronic archiving
- Improved employee satisfaction by balancing workloads, freeing up time for more fulfilling and impactful work
- Reduced the amount of customer status requests

"To me, Esker's AI engine is magic. It automatically classifies all our inquiries into the proper categories that we pre-customised when we set up the solution."

**Chris Raleigh**
Business Process Expert (O2C) Americas | FUCHS Lubricants

### AI tools used

ESKER SYNERGY
Artificial Intelligence

- Inquiry classification
- Sentiment analysis
- Inquiry data extraction
- Answer generation
- Order data capture/extraction
- Identification of order type to manage standard and change orders separately
- Order anomaly detection
- Order triage

**Manufacturing**

**> 500 employees**

**Founded in 1974**

**SAP® ERP**

**Headquarters in Collierville, TN**

## Customer Inquiry & Order Management

### Objectives

- Automate and streamline the management of customer inquiries and orders
- Achieve full visibility across the entire Customer Service department
- Leverage AI-powered tools to increase the effectiveness of customer communications
- Improve task allocation and gain insights into customer needs

### Results

- Significant reduction of inquiry response times
- Lowered average order processing time from 12–24 hours to less than one hour
- Reduced order entry errors per month from 75 to 28, on average
- Achieved a 91% order automation rate
- Informed interactions with customers through seamless Esker Order Management and Esker Customer Inquiry Management integration
- Eliminated duplicated efforts and ensured efficient handling of orders and inquiries

"Response times to customer inquiries have significantly decreased from 24–48 hours to near immediacy."

**Deborah Buck**
Director of Customer Care | MCR Safety

### AI tools used

ESKER SYNERGY
Artificial Intelligence

- Inquiry classification
- Sentiment analysis
- Inquiry data extraction
- Answer generation
- Order triage
- Order data capture
- Order anomaly detection

**Technology**

**29,600 employees**

**Founded in 1993**

**SAP® ERP**

**Headquarters in Santa Clara, CA**

## Order Management

### Objectives

- Support significant company growth while maintaining exceptional customer experience
- Process orders faster and more accurately while maximising employee talents and satisfaction
- Become a more agile, proactive and future-resistant company using state-of-the-art technology

### Results

- 98% reduction in order processing time, from approximately 5 minutes to 5 seconds
- 50% less manual work for customer order processing
- Increased flexibility for identifying process optimisation opportunities
- Improved acquisition strategy by making partnerships with NVIDIA more appealing

"We've been able to slash the processing time for repeat orders from five minutes to five seconds, and our employees feel more empowered and productive than ever."

**Angela Garceau**
Sr. Director of Business Operations | NVIDIA

### AI tools used

ESKER SYNERGY
Artificial Intelligence

- Order data extraction
- Anomaly detection

# sanofi

## Order Management & Claims Management

### Objectives

- Obtain visibility over department responsibilities and time spent on issue resolution and holdup causes
- Better manage and track volume of issues, mainly from logistics perspective
- Maximise service quality
- Generate added value from employee activity
- Evolve and optimise the order workflow from submission to integration into SAP
- Achieve an efficient, environmentally friendly process that reduces office space and eliminates paper and materials

### Results

- 40% faster order processing speed
- Lower incidence of order entry errors
- 100% visibility over the entire issue management process
- 50% faster claims processing time
- Accurate assignment of correlating order number and issue type (product return, invoice dispute, discrepancies, etc.)
- Easy accessibility of issue information by all departments for better tracking

"Esker enables me to see recurring customer claims within a given time period and in specific stages of the customer experience. This allows me to quickly identify critical issues and correct any inefficiencies based on precise metrics."

**Javier Fernández Linares**
Customer Service Manager | Sanofi Spain

### AI tools used

ESKER **SYNERGY** Artificial Intelligence

- Automatic recognition and conversion of data
- Correct quantity determination
- Semantic product search identification based on descriptions/characteristics

Food & beverage

3,000 employees

Founded in 1937

SAP® ERP

Headquarters in Barcelona, Spain

## Claims Management

### Objectives

- Eliminate manual deduction claims processing
- Reduce complexity of claim sources by centralising incoming channels
- Create visibility into receivables deductions to increase accounting accuracy
- Ease communications across departments regarding claims handling

### Results

- 500 hours of CSR time saved
- 50% of promotional claims processed in less than 1 minute
- Increased visibility on claims resulting in more accurate accounting
- Enhanced inter-departmental communications and workflows
- Improved categorisation of order delivery priorities

"We've improved the whole O2C process and enhanced our collaboration with customers. This has resulted in a very low dispute rate at GBfoods and an order delivery service satisfaction level of over 98% for more than five years."

**Susana López**
Front-Office Retail Customer Service Manager | GBfoods

### What AI does

ESKER SYNERGY
Artificial Intelligence

- Determination of claim category
- Cost centre assignment
- Automatic data capture from claims-supporting documents

# Make your company our next success story

If digital transformation is like a journey, why not send your CSRs on one? And integrating AI into B2B customer service is like equipping them with the ultimate adventure gear.

AI takes care of mundane, repetitive tasks and can handle all routine order inquiries. This not only clears the path for CSRs to tackle more complex and meaningful interactions with customers that need more of a human touch, but also map out more efficient internal workflows, making their jobs more satisfying and enhancing the overall customer experience.

Plus, with AI-driven analytics and reporting tools, you get a crystal-clear view of customer interactions and service performance. It's like having a magical compass that guides you to better decision-making, more personalised service, and spotting trends and areas for improvement.

By leveraging AI, your organisation can create a more dynamic, responsive and customer-centric service environment. So, pack your bags and get ready for an exciting journey!

# Hi, we're Esker

Founded in 1985, Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimise working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees.

**40**
years of experience with 20+ years focused on cloud solutions

**1,100+**
employees serving 1.12M+ users & 3,000+ customers worldwide

**15**
global subsidiaries with headquarters in Lyon, France

**€205.3**
million in revenue in 2024, with 90+% of sales via SaaS activities

POSITIVE-SUM GROWTH

Your Employees

Your Suppliers

YOUR COMPANY

Your Customers

The Planet

EVERYONE WINS

**Business success is best when shared**

At Esker, we believe the only way to create real, meaningful change is through positive-sum growth. This means achieving business success that doesn't come at the expense of any individual, department or company — everyone wins! That's why our AI-driven technology is designed to empower every stakeholder while promoting long-term value creation.

# ESKER®

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