

ORDER MANAGEMENT

Lubricating the Order Management Processes with AI-Automation Drives Visibility and Productivity

FUCHS Lubricants achieves 96.8% automation rate with Esker



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AT A GLANCE

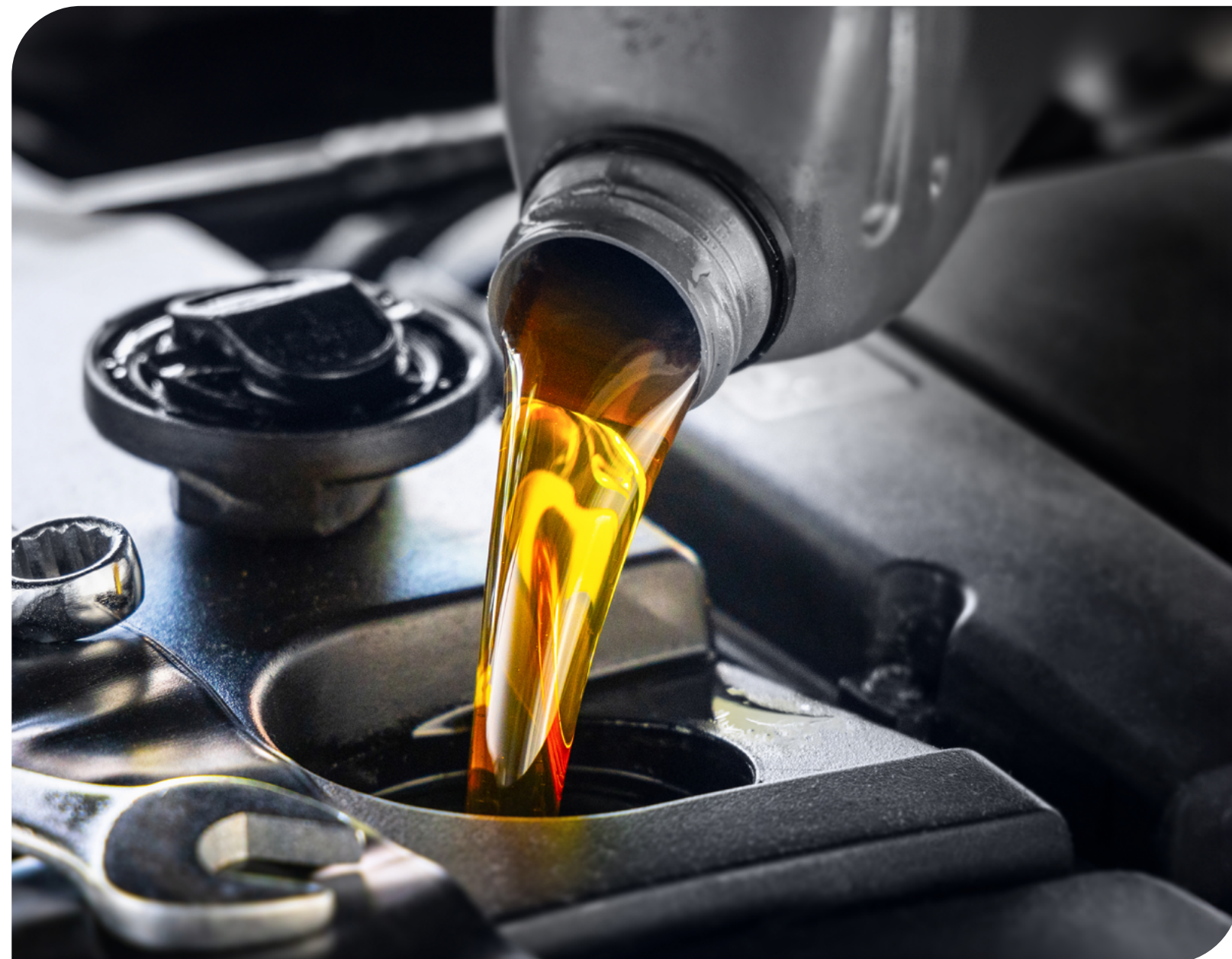
FUCHS Lubricants

 Industry: Manufacturing

 Employees: 6000

 Headquartered in Mannheim, Germany

 ERP: SAP



Challenges

Manual order entry limits productivity

FUCHS Lubricants is part of FUCHS Group, a globally renowned, family-run business headquartered in Germany. With operations across Australia and New Zealand, FUCHS serves a diverse customer base spanning the mining, industrial specialties, automotive and retail sectors. Given its wide range of products, from greases and coolants to open-gear lubricants, and a high volume of orders handled by multiple customer service teams, maintaining efficiency and accuracy in order processing became a growing challenge.

Prior to automation, customer orders were entered manually into SAP. Each order could contain dozens of line items, taking up to 30 minutes to process and requiring double-checking to avoid costly mistakes. "Some of our customers send orders with up to 50 line items," explained Corinne Cullen, Sales Operations Manager, Mining and Industrial. "You're entering every detail manually, and if you make one small error, it can take ages to correct."

For the Automotive and Retail division, the challenges were similar. Robert Hanson, Sales Operations Manager, Automotive & OEM, noted: "Our team processes around 7000 – 8000 orders per month, so we needed automation to remove as much manual intervention as possible."

The limitations of Outlook and manual SAP entry also meant poor visibility and inconsistent processes. Searching for historical orders was cumbersome, and each staff member had a different way of handling data, creating inefficiencies and lack of standardization.

Solution

Simplifying for visibility and efficiency

Esker Order Management streamlined the entry and approval of orders by reducing manual touchpoints and ensuring that all teams follow a consistent process. “Esker makes it so easy. You can search any order and view attachments, and it’s all linked directly to SAP,” said Corinne. “It’s also uniform, and every user processes orders the same way now.” This improved visibility means team members can quickly access the original customer email and related documents directly from the order record, making it much easier to track, verify and respond to queries in real time.

Key functionalities like data capture with Esker Synergy AI, mapping automation and reporting dashboards proved particularly valuable. The mapping feature simplified a massive SKU transformation project where FUCHS migrated 23,000 part numbers to global material codes. “Without Esker’s mapping ability, it would’ve been impossible. Everyone would’ve quit!” joked Rob. “Esker made the transition seamless.” Esker’s reporting capabilities also empowered teams to analyze performance and improve accountability. “It’s so easy to go to stakeholders and show data. You can see who’s emailing the wrong inbox or which orders are delayed, it brings visibility and accountability,” Rob added.

“Esker has completely changed the way we work by practically eliminating monotonous and error-prone tasks. The difference is incredible!”

Robert Hanson

Sales Operations Manager, Automotive & OEM





Highlights:

- Average order processing time reduced by 91%
- Automation rate reached 96.8%
- Reduced errors and manual corrections significantly
- Improved order visibility with SAP integration
- Employee morale and well-being boosted

Results

Reducing order processing time by upping the automation rate

The transformation for FUCHS has been remarkable. What was once a manual, time-consuming process is now near touchless and highly efficient, allowing teams to focus on more valuable work and stronger customer relationships. This success was driven by close collaboration between FUCHS and Esker's Project and CX teams, ensuring a smooth rollout and rapid adoption across both divisions.

Average order processing time has dropped dramatically, from 30 minutes per order to only 2.6 minutes. And all this with fewer errors and manual corrections. Customer service teams can now process orders faster and respond to customer queries with greater accuracy and confidence.

The automation rate of 96.8% has also brought full visibility to order tracking through SAP, improving communication and accountability across departments. Just as importantly, it has boosted morale and enhanced work-life balance. Teams that once stayed late can now go home on time after dedicating their time to development and proactive customer engagement. This has resulted in a happier and more motivated workforce.

Building on this success, FUCHS plans to continue its automation journey by upgrading to the latest version of Esker Order Management, which features enhanced AI capabilities and automatic updates. The team also aims to explore new functionalities, such as internal communication tools and Customer Inquiry Management (CIM), to further improve collaboration and the customer experience.

“We used to have people working until 9 p.m. to finish the daily tasks. With Esker, the team can focus on customers instead of data entry and even have time for development and training.”

Corinne Cullen

Sales Operations Manager, Mining and Industrial

Want to transform your Customer Service processes like FUCHS Lubricants?

Our team is at your service.

About Esker

Esker's AI Automation Suite for the Office of the CFO leverages the latest in Agentic AI and automation technologies to optimize working capital and cashflow, enhance strategic decision-making, and improve human-to-human relationships with customers, suppliers and employees. Esker's Source-to-Pay and Order-to-Cash solutions automate any business process while supporting long-term growth strategies. Offering 40+ years of industry knowledge, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. headquarters in Madison, Wisconsin.

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