



ACCORD HEALTHCARE

PROCESSING FAX, EMAIL & EDI ORDERS 81% FASTER WITH CLOUD-BASED AUTOMATION



TO PROCESS AN
ORDER (DOWN
FROM 3 MINUTES)



TIME SAVED
EACH MONTH
FOR CSR TEAMS



OF ORDERS
AUTOMATED, INCLUDING
EDI ORDERS



OF ORDERS FULLY
AUTOMATED WITH NO
CHANGES REQUIRED

BACKGROUND

Accord Healthcare is a leading generic products pharmaceutical company. Accord Healthcare's Spanish subsidiary receives 5,000 monthly orders, primarily from hospitals and pharmacies, 4,000 of which arrive by fax and email, and the rest by Electronic Data Interchange (EDI). Four members of the customer service department processed the orders, dividing them by geographical zones, while maintaining overall visibility to ensure continuity during absences. Customer Service Representatives (CSRs) manually entered all customer orders into the company's SAP® ERP system (excluding EDI orders) which required Accord Healthcare to add more staff to handle increasing volumes. EDI orders had to be printed and manually processed.

SOLUTION

In 2016, Accord Healthcare implemented Esker's cloud-based solution to automate the processing of fax and email orders. Today, the company has expanded Esker's solution to process EDI orders as well. CSRs are able to validate all orders regardless of reception channel.

All received orders are automatically split by product type, routed and assigned to the right CSR according to geographical zone. Errors are identified and corrected regardless of reception channel or format. Additionally, customers receive notifications of order confirmation or unavailability by fax or email, depending on the order reception channel.

Esker is also able to manage Excel files with multiple line items (common in pharmaceutical and consumer goods industry) and generate one order per line.

From the start, order data extraction was very accurate (only a few changes were required despite the fact that the majority of orders were received via poor quality fax). Today, close to 65% of received orders are processed with no changes required. And this percentage will only continue to grow, despite the company's gradual increase in business activity and product volumes.



BENEFITS

Not long after implementing Esker's Order Processing solution, Accord Healthcare has seen a number of benefits, including:



Reduced time to process an order, from 3 minutes to 33 seconds



High degree of automation with 65% of orders not requiring any change, 25% requiring one change and 5% requiring two changes; of the EDI orders, only 6% require some correction and the CSR is able to see and correct the order like all other non-EDI orders



Freed up 190 hours per month and enabled CSR teams to spend more time on higher-value tasks



Orders are **automatically split** by product type (e.g., cold, ambient temperature) and reception format (e.g., fax, email, EDI)



Improved customer response time thanks to instant access to error-free information due to the elimination of the manual data capture



Improved order confirmation process thanks to customers receiving automatic confirmations via their channel preference, as well as partial availability or unavailability notifications, expected delivery date, etc.



Increased control and visibility over 100% of orders. Dashboards featuring all incoming orders, including EDI orders, enable CSRs to easily manage/approve pending and urgent orders and monitor relevant KPIs



Centralised archiving of all orders and access to original document via a link from SAP

"Esker represents a customer service guarantee from a responsiveness standpoint: Even if a CSR is temporarily unavailable or on vacation, order processing will not be delayed. We are more efficient thanks to the complete visibility we have over our order process and the reduced time it takes to process each order, even EDI orders."

María Carmen Cano | Customer Service Manager

EDI ORDERS

When Accord Healthcare initially started using Esker's Order Processing solution, the company was only automating fax and email orders. But within a year of implementation, they expanded to automate EDI orders. Apart from the ease with which a non-technical person can see and/or correct an incoming EDI order, the advantage of treating 100% of orders lies in the maximum use of the possibilities of the solution. Being able to split orders by product type illustrates this, since dividing an order in two generates two shipping processes and two different invoices – all done automatically. Esker is able to deduce the internal material code from the EAN of the EDI and memorise them automatically. Likewise, it automatically adapts product quantities when a customer uses different units of measure than the company's standardised ones in the ERP. This functionality was common in both fax and email orders but is now also available for EDI orders.

ABOUT ACCORD HEALTHCARE

Accord Healthcare is a fully owned subsidiary of Intas Pharmaceuticals Ltd., a leading Indian pharmaceutical company created in 1976. Headquartered in London, Accord Healthcare manages Intas' European activities with a presence in over 30 European markets. It has rapidly become one of the fastest growing pharmaceutical companies dedicated to the research, development and commercialisation of generic products.

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Esker Document Automation Asia Pte Ltd
47 Scotts Road – #05-04
Goldbell Towers
SINGAPORE 228233
Tel: +65 (6735) 6882 – Fax: +65 (6735) 6889
info@esker.com.sg – www.esker.com.sg

Esker Document Automation (M) Sdn Bhd
L3-I-5, Enterprise 4 – Technology Park Malaysia
Lebuhraya Puchong – Sg.Besi, Bukit Jalil
57000 KUALA LUMPUR, Malaysia
Tel: +603-8996 8088 – Fax: +603-8996 8087
info@esker.com.my – www.esker.com.my

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