

6 Stellar Business Outcomes You Achieve When You Automate Order Processing

With Conexiom Sales Order Automation



Conexiom® processes millions of document transactions a year for manufacturers and distributors such as Honeywell®, Graybar®, and Grainger®.

Embrace Sales Order Automation Now

“The organization of the future depends on automation to create massive efficiencies and new capabilities.”

Forrester®
December 2019

To stay competitive, resilient, and scale with demand, manufacturers and distributors must embrace sales order automation as a path to streamline critical business processes. Why? Because automation enables you to deliver goods seamlessly, quickly, and accurately, all while enhancing the customer experience.



Sales order automation creates a cost savings of around 80% by eliminating thousands of hours of manual data entry.

Sales order processing is a critical part of revenue capture that many companies continue to process manually. However, this process can be swiftly automated to achieve powerful business outcomes.

Companies that implement sales order automation eliminate non-value-add activities from a core business function and empower themselves to over-deliver on customer value.

Discover the top 6 business outcomes global manufacturers and distributors—including Honeywell®, Graybar®, and Grainger®—have achieved by implementing Conexiom Sales Order Automation.

OUTCOME 1

Put the “Customer” Back in “Customer Service Representative”

Creating a best-in-class customer experience leads to customer loyalty, which then leads to retention, enrichment, and advocacy. That’s what drives growth. And that’s why customer relationships are the backbone of manufacturing and distribution.

However, manual order processing typically absorbs up to ½ of a customer service representative’s (CSR) workday. Offering superior customer service means empowering CSRs to focus on the high-value, interpersonal parts of the job. It means freeing CSRs from mundane data entry so that they can focus on satisfying customers and earning new ones.



11% of distributors’ business is open for competitive take out every year: 2% switches out due to competitor product/feature selection, while the remaining 9% is caused by a supplier failure in customer service.

*** Indian River Consulting Group**
HVAC Industry Research (2017)

Win Back Up to ½ of Your CSRs’ Workdays

Sales order automation frees up tens of hours in a CSR’s workweek. When CSRs are freed from manually keying in orders, they can:

- Rapidly speak and engage with customers about orders and issues, including exception handling and problem-solving
- Proactively follow up, address concerns, and focus on customer needs
- Quickly ensure prompt deliveries, resulting in customer delight and trust
- Identify and execute customer growth and upselling activities

Deliver Best-in-Class Customer Service to Protect 9% of Your Revenue

With 9% of revenue up for grabs by competitors, do you want to differentiate through automation that enables the delivery of exceptional customer service and protects your existing revenue while seizing your competitors’ 9%?*

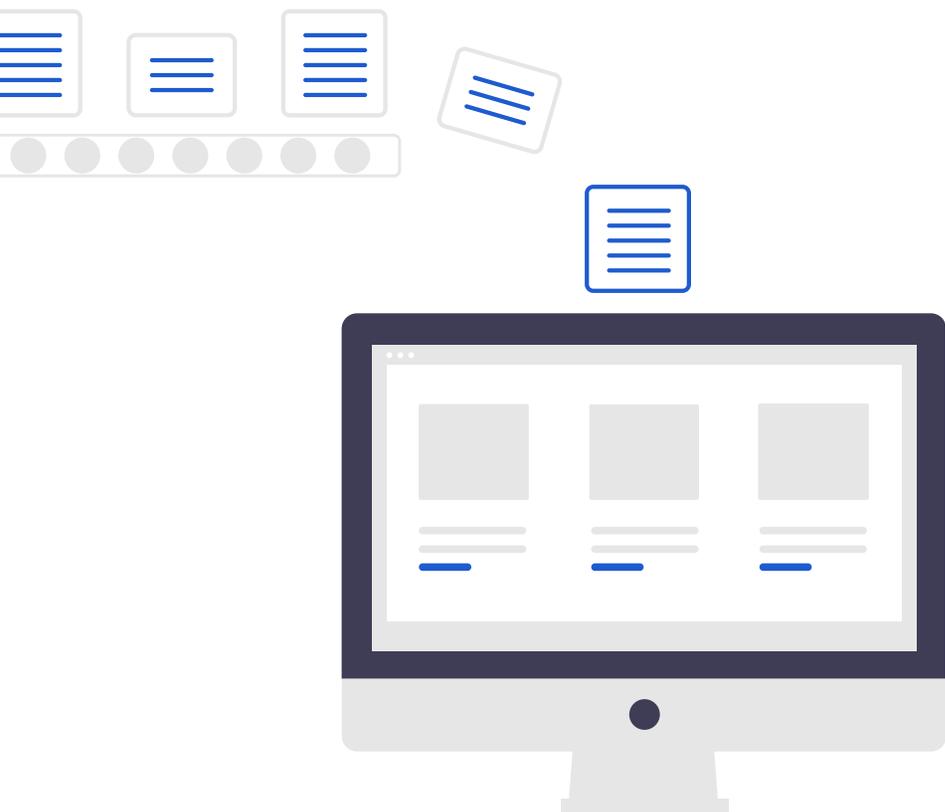
To do this, reprioritize the customer service function to deliver differentiated services that protect existing revenue from competitive threats while soliciting new profitability streams.

“Our CSR team used to spend 80% of their time on order entry, and 20% of their time on customers. Now, it’s 80% on customers and 20% on order entry.”

Darlene Bardin, Director of Customer Service
Genpak

OUTCOME 2

100% Order Accuracy Is Not Only Possible, It's a Promise



As any manufacturer or distributor knows, even a 1% error rate is too high. A single data-entry error can result in potentially losing a loyal customer or costing your company significantly to make it right.

With Conexiom, each trading partner's purchase orders (POs) are transformed into sales orders with 100% data accuracy through a purpose-built technology that uses machine learning (ML) and artificial intelligence (AI).

**“With Conexiom, our error rate is now 0%.
Our customers are delighted.”**

Alex Kaczor, Customer Service Manager
Swagelok

Achieve 100% Data Accuracy and Reduce Costly Errors

Sales order automation transforms order data directly from the PO into your ERP system—bypassing humans and, therefore, the risk of human error. Unlike workflow solutions based on OCR technologies, with Conexiom, orders are processed with 100% data accuracy in minutes, guaranteeing peace of mind.

100% data accuracy means you cut out the costly remediations that come with errors: extra shipping fees, wasted materials, credit notes, restocking costs, and write-offs. Moreover, getting orders right the first time is a guaranteed way to keep valuable customers happy.

Transform Documents with True Automation

Conexiom is the only vendor that delivers True Automation: complex data transformation and touchless document processing with 100% data accuracy. It is a fully automated, purpose-built solution to solve the shortcomings of RPA, OCR, and workflow technologies.

What that means for your business is that you let the automation technology execute mundane, repetitive tasks, such as transforming purchase orders into sale orders with all the necessary business logic, and put your talent where it matters to drive growth, cross- and upsell, and deliver best-in-class customer experience.

Integrate with the Systems You Already Use

Processed purchase orders can be transformed and delivered automatically into any ERP system that accepts EDI or XML, including:



“There's no substitute for Conexiom. We had a 9% error rate, and now we're down to 1%.”

Brian Webb, Director, Sales Operations
D&H Distributing

With True Automation

-  Conexiom automates the transformation of millions of electric documents, regardless of format, complexity, or repeatability.
-  Orders and invoices are transcribed with 100% data accuracy, eliminating costly errors.
-  Customer process mapping and advanced AI algorithms eliminate manual processing, processing efficiencies and processing errors.

OUTCOME 3

Reduce Cost to Serve, Increase Profitability



“Thanks to Conexiom’s ability to minimize the volume of tedious, repetitive tasks, we’ve slashed operational costs. We’ve created space to find new ways to add value to our business. It’s a big victory.”

Drew MacDonald, Vice President
Royal Brass & Hose

Manual order processing is expensive. Accounting for reprinting, collecting, distributing, and manually re-keying order data, every manual order costs up to US \$26.

And that’s before the added costs of filing and storing documents, as well as the painstaking process of locating originals to respond to customer inquiries.

And although employees do the best they can to accurately key in orders, humans make mistakes. A slight mishap on a keyboard can cause catastrophic errors that more than negatively impact customer satisfaction.

Reduce Order-Processing Costs by Up to 80%

Because sales order automation cuts out tedious, error-prone data entry, it radically cuts costs. By removing the human touches required to manually process an order, companies can significantly lower their costs.

Cut Processing Costs from \$26 per Order to \$8 per Order (Or Less)

As operational costs fall, profitability rises. Running a lean business allows you to offer the best possible products at the best possible value, delighting customers.

OUTCOME 4

Create Unprecedented Operational Efficiencies



Manually gathering and processing purchase orders takes time. Typically, to keep up with demand, companies may assemble a small army of CSRs and overload them with repetitive, mundane processing tasks. Having CSRs spend hours of their day manually re-keying purchase orders slows operations and creates a backlog of orders.

Process Orders Up to 95% Faster

With sales order automation, you nearly eliminate this time-consuming manual process. Purpose-built technology automatically receives, extracts, transforms, and delivers order data directly into your ERP system. Complex orders with dozens of line items are processed in minutes, and the process is 100% accurate and >80% touchless, which means it requires no human involvement.

Shorten Order Cycle Times by Up to 30%

Purpose-built automation integrates any tribal knowledge and business logic into its software. Even if the automation technology needs a human hand, exception handling is simple through a dynamic portal. It simply raises an alert, and a CSR can resolve issues immediately, ensuring your customers receive the parts they need on time.

“Our customers can’t believe how fast we can turn around purchase orders. We can get them up-to-date information within minutes.”

Mike Jirikowic, Continuous Improvement Leader
Werner Electric Supply

OUTCOME 5

Scale for Growth



The quickest way to drive growth within any business is to do more with less—and this is precisely what automation brings to the table.

Do More With Less

Predicting and staffing for spikes in demand can be a planning nightmare, but sales order automation eliminates this challenge. It scales with your business. Because CSRs are not manually entering and verifying orders, there's no mandatory overtime or late nights spent by your team to manage increased order volumes.

Automating the sales order management process is a guaranteed way to scale your business up or down without adding headcount to cover increases in demand. Businesses can add significant capacity for growth by focusing more staff hours on revenue-driving work.

Modernize Your Business

The companies that prioritize automation will transform into modern businesses that are agile, optimized, and resilient. Sales order automation is a key way to safeguard key business objectives by maximizing revenue opportunities. By embracing sales order automation, your orders are running at scale in a secure Software as a Service (SaaS) environment, even in disrupted times.

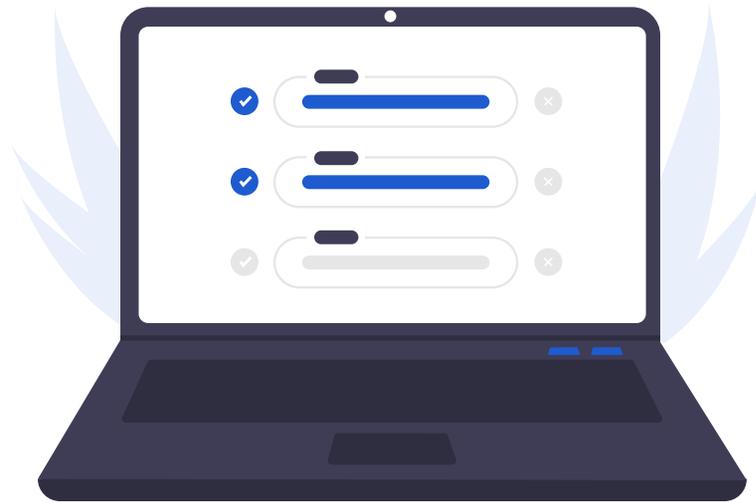
“Staff can now take more calls on non-structured orders that are more varied and custom.”

Pepi Stahlmann, Director of Customer Service

Häfele America Co.

OUTCOME 6

Make All Sales Orders Digital...Without Forcing Customers to Change



“Conexiom offers a clear path to digital-order success with a high volume of orders, while eliminating the need to force customers to order via an eCommerce site.”

Ray Grady, President & CEO
Conexiom

Responding to COVID-19’s disruption of traditional business transactions, manufacturing and distribution CEOs are now mandating an increase in digital orders. But not all customers use EDI or place orders through your eCommerce storefront.

If you’re receiving orders from email, EDI, or even fax, automation digitizes these orders when they flow through Conexiom into your SAP ERP environment. Voilà... instant digital orders.

Automated Touchless Orders Are Digital Orders

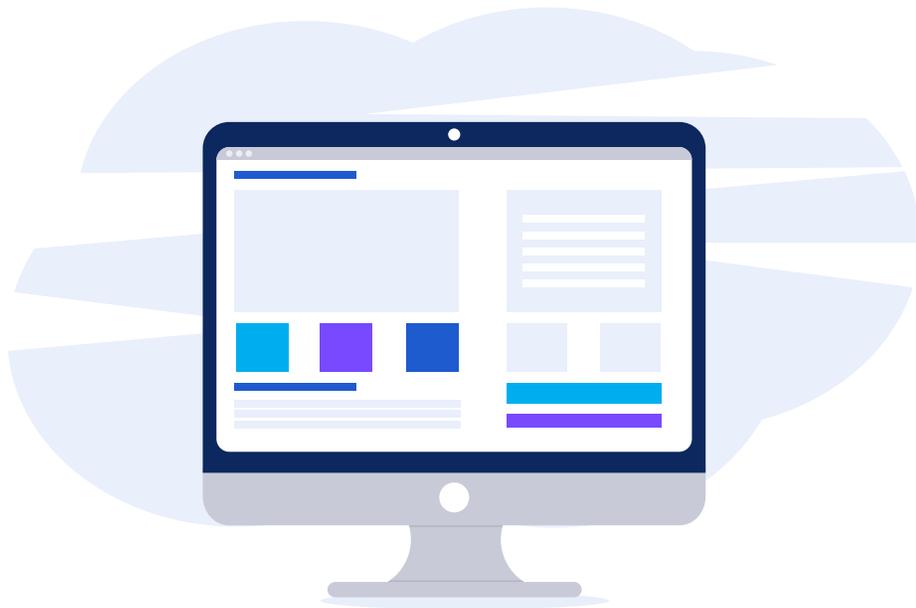
Sales order automation is the quickest path to success when it comes to procuring more digital orders:

- Your customers don’t have to change their buying behavior. In fact, they won’t even notice a change, except for more accurate, on-time orders.
- When sales orders flow through Conexiom, they’re just as digital as if they had come directly from your eCommerce website.
- Sales order automation is a low-risk, high-probability approach to gain more digital orders with minimal effort.

Automating manual processes, such as sales orders, increases your levels of digital business while also reducing the costs associated with manual order processing. So what comes in is digitized without your customer doing anything different. It’s a low-effort approach to making all purchase orders digital orders.

BONUS

Salesforce® & Conexiom: Order-Processing Management's Dynamic Duo



Use Salesforce? Then leverage touchless sales order automation to see everything at once—your orders *and* CRM software.

With Conexiom, Salesforce becomes a centralized management hub for orders. A full transaction and account history is gathered, making Salesforce a holistic platform for customers.

With Conexiom and Salesforce, you can:

- Gain visibility to documents processing automatically with Conexiom from within SFDC
- Onboard trading partners with Conexiom from SFDC
- Manage exception handling and case management
- Track and monitor alerts to ensure orders are placed quickly and accurately
- Bulk link Conexiom trading partners with SFDC account records
- Analyze account-related KPIs in reports and dashboards

“With Conexiom, we are over 400% in ROI based on our current automation of order entry.”

Oliver Marcel, Customer Success Manager

Compugen Montreal

About Conexiom

Conexiom is a SaaS automation solution. Conexiom helps customer service, operations, and financial teams transform their manual processes into touchless outcomes with 100% data accuracy. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen trust Conexiom to increase productivity, create efficiencies, and improve the customer experience while eliminating unnecessary costs from manual approaches.

Conexiom is based in Vancouver, British Columbia, and has offices in Kitchener, Ontario; London, England; and Chicago, Illinois.

Conexiom delivers a SaaS automation solution that uniquely enables manufacturers and distributors to protect and grow revenue by elevating the customer experience, while reducing the cost to serve.

For more information visit www.conexiom.com

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