



# 5 Misconceptions About Sales Order Automation

And why they're wrong.



# The \$8.4 Trillion Problem

Every year, in the US, more than \$8.4 trillion dollars of business-to-business sales orders are processed manually. And the approach hasn't changed since the 1980s:

Customer service representatives (CSRs) receive an order, manually key it in, and double-check their work to prevent mistakes. According to recent research, this task takes up to 50% of their day, every day. And it adds absolutely zero value to the customer experience and the business as a whole.

Many business leaders know that this is a dated, cumbersome process. They know it is rife with inefficiency and error. They want their CSRs to be able to focus on customer service, not mundane data entry.

They are under pressure to do more with less, and they want their people to focus on value-add activities.

Despite these pressures, decision-makers can be wary about Sales Order Automation. The way they process orders may not be perfect, but it does the job. It took years to build. It's fragile.

**“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.”**

 **Genpak**



## MYTH 1

# “I can’t afford Sales Order Automation.”

### The Good News

Conexiom’s Sales Order Automation operates on a cloud-based model, meaning there is no high up-front costs to purchase expensive hardware. There are no software licenses to purchase. There are no upgrades needed to your existing infrastructure, either. You simply order the customer pack that fits your needs, based on the number of customers you’re ready to automate. Over time, you can add more customers as you get comfortable.





## MYTH 2

# “I don’t have the time to implement Sales Order Automation.”

### The Good News

Conexiom is quick and easy to implement. Typically, it is up and running in less than 30 days, with no burden to IT. The setup tasks can usually be scheduled into a regular work week.

In a matter of hours, most users have their first customer up and running. Our team of experts do the more technical work, and guide you through our proven onboarding process. During this process, we accurately configure your current customer purchase orders into your existing ERP system.





### MYTH 3

**“My customers will have to change the way they do business with us.”**

#### The Good News

When you onboard Conexiom, your customers don't have to change one thing about how they do business with you. We know how important it is to never negatively impact customers. Sales Order Automation works with your existing business practices, rather than requiring new ones.

During onboarding, we follow this process: You select a specific customer, and grab a collection of their unique purchase orders. Then we work with you to carefully configure the business logic, ensuring it's accurately captured and automatically transformed into sales orders in your existing ERP system. Your customers can continue to send orders as they always have without changing a thing about how they currently order from you.

**“I'd love to automate my sales order processing. But if I do this, I'll have to ask my customers to alter their processes and workflows. I can't burden them with an ask like that.”**



## MYTH 4

# “Automating my sales order processing will introduce new data inaccuracies.”

### The Good News

Touchless Sales Order Automation is purpose-built to eliminate all errors. Unlike workflow solutions that leverage OCR, the Conexiom platform is 100% data accurate, regardless of the format, complexity, or variability of data. Unlike manual processing, once Sales Order Automation is implemented, there is no need for a CSR to double- or triple-check orders.

We work with you to define each customer’s purchase order format, and then understand, define, and apply the complex business logic that determines how that data should be configured into a sales order. This ensures orders are processed accurately every single time.

“The idea of Sales Order Automation sounds great – but I’m concerned about accuracy. We’ve worked hard to achieve low error rates. I can’t risk an increase in errors that will inconvenience customers.”



## MYTH 5

# “Orders will still fall through the cracks.”

### The Good News

Conexiom’s Sales Order Automation solution is continually learning, meaning that it improves over time the more orders it processes.

When a specific order does require human review, an exception notification is sent to alert a CSR that attention is needed. Once rectified, the solution “learns” from that decision, preventing the same exception from happening again.

With an >80% touchless rate, Conexiom processes orders with no human intervention in just 2 minutes, with no trading partners’ orders “falling through the cracks.”

“Sales Order Automation sounds too good to be true. What if there’s a problem with a purchase order? What if it doesn’t translate perfectly into a sales order in our ERP system?”



## Getting Started With Conexiom

New technologies – especially new technologies that tie to core business processes – can make people wary. At Conexiom, we’ve built Sales Order Automation to be onboarded and experienced in clear stages.

Our team has converted our domain knowledge of wholesale manufacturing and distribution into a proven methodology that’s successfully enrolled thousands of customers.

Once the initial group of customers is successfully enrolled and the configuration process is mastered, it’s easy to expand the deployment to include additional customers, and to realize the full potential of Sales Order Automation.

To accelerate this process, we assign new customers a dedicated Onboarding Specialist, to simplify implementation and ensure that results are seen as soon as possible.



# Maximize Efficiencies and Results

Eliminate the manual processing of business-critical commercial documents with 100% data accurate, touchless transactions to exceed business outcomes and deliver a superior customer experience.

Conexiom was named a “High Performer” and “Easiest To Do Business With” in G2’s Winter 2021 Order Management category.



## About Conexiom

Conexiom is a cloud-based, purpose-built automation platform that automates the most critical and complex B2B document transactions between buyers and sellers. Manufacturers and distributors across the globe, such as Grainger, Genpak, Honeywell, and Lonza, trust Conexiom to create resilient operations that scale, drive growth, reduce costs, and build frictionless relationships with their customers. Conexiom is based in Vancouver, British Columbia, and has offices in Kitchener, Ontario; London, England; and Chicago, Illinois. Visit [Conexiom.com](https://conexiom.com).

**Learn More**

Visit [conexiom.com](https://conexiom.com)

