



Increasing your ebusiness with Sales Order Automation

Growing eBusiness Results is a Challenge

Ebusiness leaders across the industry are under consistent pressure to increase levels of digital commerce and consequently, customer satisfaction. The reality is that there are commonly only two strategies used today to achieve ebusiness objectives; EDI and ecommerce websites. Adoption remains a struggle. A 2018 MDM (Modern Distribution Management) study on Buying Behaviour cites that less than 20% of incoming orders are placed via ecommerce websites, and EDI represents only 5% of all transactions because it requires significant resources from both the buyer and the seller to implement. Today's problem for ecommerce professionals is motivating more of their customers to transact using one of the two available digital channels.

The Ubiquity of Email Ordering

Ebusiness executives have realized they simply cannot dictate how their customers want to buy from them. It would require a change in customer behavior and a shift from their preferred ordering method, which continues to be email. Investments in digital channels have limited impact on desired results and don't encourage a behavioural change in customers for their transactions. The trend does not appear to be changing any time soon. The same MDM study found that 70% of customers prefer to email their POs.

Most companies require a PO to receive goods and pay invoices that needs to be keyed into their internal purchasing system. These platforms, by default, deliver the purchase document via email. Customers don't want to enter orders a second time into an ecommerce website, so they prefer the default option to transmit their order via email and continue to order as they always have.

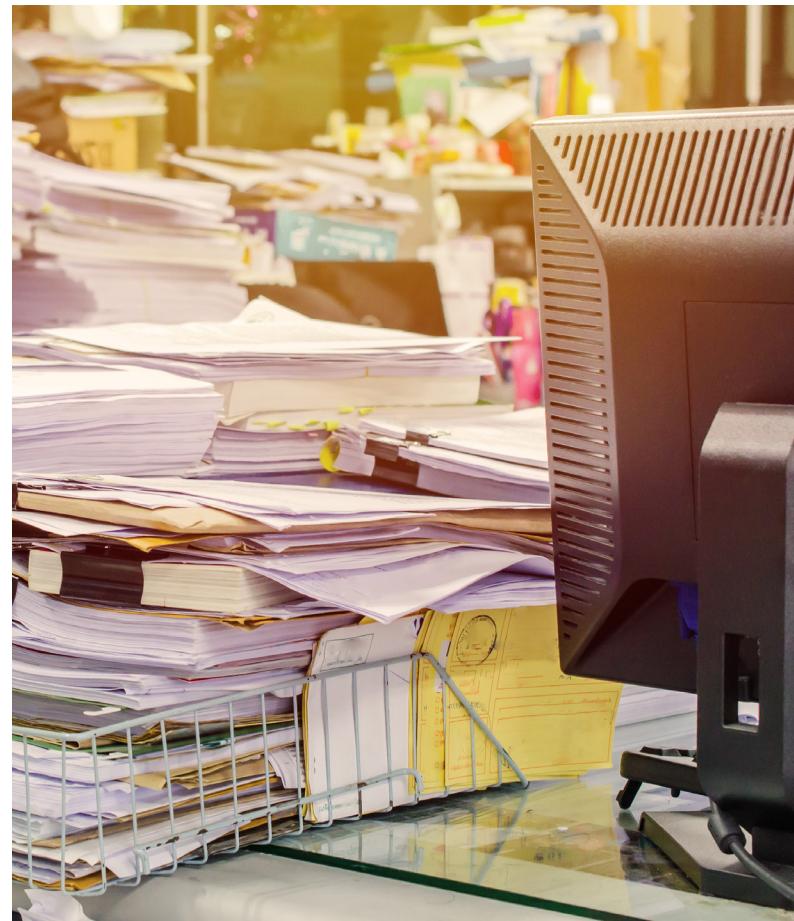


The Burden of Manual Processing

For the seller, orders placed and received via email are received and manually entered in the seller's ERP system by a customer service representative or inside sales team, delaying order fulfillment. Not only is manually entering emailed orders time consuming, but it also increases opportunities for mistakes. These mistakes can erode customer loyalty and increase order cycle times.

Orders are further delayed if the need arises to correct discrepancies or errors, which often involves contacting buyers to confirm the items or correct pricing. Instead of cross or upselling products, customer service reps are manually handling and correcting orders, driving down revenue and increasing operating costs. CSRs are one of the most valuable resources a company has to support growth. They are product and sourcing experts and have an extensive knowledge of products they sell. Instead of freeing them up to truly meet customer needs and build relationships, they are devoting time that could be spent driving growth, on the low value task of manual order entry.

As most sales representatives are the primary resource driving a company's growth, they also command salaries that support their role. When examining the time spent by individual CSRs and their time on the back-office task of manual order processing, the goal of increasing digital commerce is a no brainer. According to the Hackett Group, the financial burden of manual order processing can be as high as \$26 per order. It seems only logical that they should be redeployed to tasks that increase revenue and create value and connection with customers.



The Solution

What if the technology existed to pull information directly from emails and automatically turn the information into a digital ecommerce order? How much time would it save over manual entry? What if it was 100 percent accurate without human interference?

Conexiom sales order automation allows companies to treat email orders like standard electronic documents from an EDI solution. It captures the essential data from a customer purchase order regardless of the format submitted. Companies that use sales order automation routinely experience an ROI of 200% to 1,000%, according to Conexiom data. The ROI analysis looks at existing processes, resourcing and order flow within an organization and provides a quantifiable expectation of results.

Sales order automation is easily implemented because it's delivered in the cloud as SaaS (Software as a Service) and therefore can use existing people, processes and technology. If you currently have EDI in place, it can even leverage your existing infrastructure and deliver files in the same format. Through a straightforward integration process, the software is typically implemented within 30 days and is tailored to solve the unique order fulfillment rules of each business. Integration with existing ecommerce systems is completed using open standards, such as Extensible Markup Language (XML), Electronic Data Interchange (EDI) or Application Programming Interfaces (APIs). The Conexiom solution is designed to be nimble and understand and apply the complexities and business logic associated with each individual trading partner that is onboarded onto the service. Customers do not have to change business requirements associated with their orders, or how they currently place their order. They can continue to email it, in the same format and manner they always have.

Interestingly, it is not just the investment into digital channels that will ultimately achieve your company's ebusiness goals and increase digital transactions. It's leveraging a cost-effective solution that allows customers to continue to do business with you in the same way they always have, but truly digitizing their emailed orders in the same way your existing digital channels do. Conexiom saves your CSR team time, but it also reduces the cost of processing each order and enhances your company's profitability all without impacting your customers or requiring any specialized hardware or software. Conexiom is the only solution that elevates customer experience and satisfaction while reducing costs. In contrast, other digital commerce strategies entail an investment of resources, and require customers to modify their current buying behavior in some way. EDI involves extensive support to implement for both the buyer and the seller, and an enhanced ecommerce website simply facilitates the buying journey but does not actually increase digital orders.



Here's how three companies encountered the same challenges facing senior leadership across the industry and increased their levels of ebusiness using Conexiom.

Customer #1 - Unlimited Resources

As a top 10 distributor, this company is arguably the biggest player in wholesale distribution and uses Conexiom to achieve its digital ordering objectives. The company had both the financial and staff resources to support the infrastructure and maintenance of numerous EDI connections, and had additionally invested \$30 million per year on a comprehensive ecommerce website.

They understood that while they had the bandwidth to support EDI, their customers did not, and employed a second strategy that focused on user experience on their website. While the ecommerce site was effective for those that preferred to shop online, it didn't address the enormous number of customers they had that still wanted to continue to email their orders. After investing millions, they did not achieve their goals of increasing digital commerce. They discovered Conexiom, and within 30 days of implementation they began to achieve drastically increased levels of ebusiness and today 83% of their orders are digital. Their customers continued to email their orders as they always had, and this distributor achieved the ebusiness goals they were trying to reach the past five years at a fraction of the cost and one-tenth of the time.

Customer #2 - Differentiating Through Customer Experience

This regional distributor needed to achieve a higher level of digital orders so they could do more with less. They could not achieve growth through pricing strategies or increased margins as their customers would simply shop with a competitor in an already competitive market. They determined that the way to strengthen customer loyalty and generate more business was to utilize their customer service teams to focus on serving customers. However, these sales reps were spending one third of their day on manual entry of incoming orders. They simply had to transform the way that they did business with their customers and didn't have the financial resources to support more EDI or a more robust website. The distributor implemented Conexiom and now over 30% of all company revenue is processed through Conexiom. The increases in the levels of digital transactions have saved considerable hours that were previously devoted to the low value task of keying in manual orders. The hours saved were redeployed so that staff can now focus on customer relationship tasks that drive growth and add value.



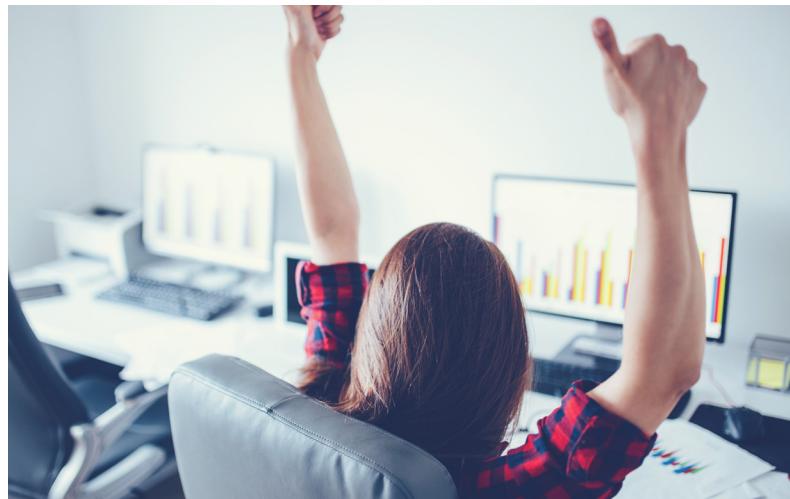
Customer #3 - A Comprehensive eBusiness Strategy

One of Conexiom's biggest customers is led by a senior executive that had a long professional history leading the ebusiness strategy across leading manufacturers and distributors. He was continually recruited because of his experience executing digital platforms in an effort to increase digital transactions and improve the customer buying journey. At his most recent role, he was tasked with the same responsibilities but was now armed with additional experience that came from years of observing the same results. The robustness of the website would primarily address customer experience in the buying journey but would have limited impact and change on how customers would transact. The website could not increase digital transactions in a significant way, despite increases in time spent and page views. In order to increase digital ordering, he had to address the reality that customers preferred to email their orders. Instead of trying to influence a change, this led him to discover Conexiom. Customers could still use the website to facilitate their purchasing, but the transaction and processing was handled by Conexiom when they emailed their order. The results were an improved customer experience, while increasing the levels of digital commerce at the company.

Conclusion

Automation of manual processing with Conexiom increases your levels of digital business, doesn't require your customers to make a change to their preferred ordering channel, and delivers complete order accuracy, just like EDI. It frees employees to offer better service, solve problems and make product recommendations. Conexiom can replicate the same business rules and processing logic that CSRs currently apply when manually processing the order, but completely hands-free. Your customer changes nothing, and their emailed order is automatically directed to Conexiom with 100% accurate processing in under 2 minutes.

Customers can continue to place orders in their preferred manner, but these orders are processed faster which increases customer satisfaction while reducing your cost per order and relieving the burden of manual processing. Orders are processed faster and more accurately. Competing in today's environment means becoming more efficient by increasing digital ordering as well as offering better customer service.



About Conexiom

Conexiom® allows manufacturers and distributors to focus on serving customers and managing supplier relationships instead of entering data. The patent-pending Conexiom solution was created by ecmarket, a cloud solutions developer. Conexiom revolutionizes critical sales and accounting business practices by automating manual entry with 100% accuracy. Conexiom effortlessly converts emailed and printed customer purchase orders and supplier invoices into automated sales orders and invoices, enabling companies to focus on driving growth. Conexiom helps organizations across the globe maintain a competitive edge.

For more information visit www.conexiom.com

