



Royal Brass & Hose

Automates Manual AP and Order Processing



Connections you can depend on.

Industry: Distribution

Market Sector: Machinery Wholesale

Segment: Mid-Market

Royal Brass & Hose is a leading distributor of high-quality mobile-equipment products, such as hydraulic and pneumatic parts, hoses, fittings, fasteners, and adapters. From 1949 to today, Royal Brass & Hose enables customers' growth and success by providing high-quality products, relentless integrity, and superior service.

Automation Outcomes:



Accelerated invoice and order processing speeds



Enabled invoice reconciliation in seconds



Relieved hiring pressures



Refocused staff on enhancing customer service

Solutions Used:



AP Invoice Automation
Sales Order Automation

Challenge

Royal Brass & Hose works with thousands of leading suppliers to stock an impressive inventory of products to ensure its customers' needs are met. With a focus on delivering unparalleled customer excellence, Royal Brass & Hose is committed to helping its customers become more efficient and profitable. To make that commitment possible, the company strives to continuously improve its internal processes to better serve clients.

One key area primed for improvement was the manual data-entry process involved in managing customer orders and supplier invoices.

Need to Enter Invoices & Orders Faster

As a leading distributor, Royal Brass & Hose has customers and vendors EDI-enabled, which simplifies the task of processing orders and invoices. "The benefits of EDI processing were clear, both in terms of handling higher volumes and fluctuating levels," shared Drew MacDonald, Vice President at Royal Brass & Hose. "Unfortunately, it's simply not practical to get every customer and supplier EDI-enabled, which left us manually processing a large amount of information."

Royal Brass & Hose needed to fill the gap between EDI processing and receiving fax and email documents that required human intervention.



Need to Accelerate Reconciliation Times

The finance department manages cash flow, payables, and relationships with trusted suppliers. Every week, the Accounts Payable (AP) team receives numerous supplier invoices that need to be processed quickly and efficiently.

“It takes a considerable amount of time to open envelopes, key-in invoices, and verify information against purchase orders,” said Sandy Nicely, Accounts Payable Representative. “Processing AP invoices is a time-consuming function that’s compounded when volumes increase. Switching to an automated process would help us as we continue to grow.”

Need to Reduce Multitasking Errors

Because Royal Brass & Hose is juggling calls, customer service, and orders, it’s almost impossible to carve out uninterrupted time to focus exclusively on entering purchase orders. “We’re so busy doing whatever it takes to serve our customers that it can be difficult to enter orders quickly and accurately,” shared Misti White from Customer Service. “I find myself double- and triple-checking entries for accuracy since I’m constantly multitasking. Naturally, this means order entries take more time than we’d like.”



Solution

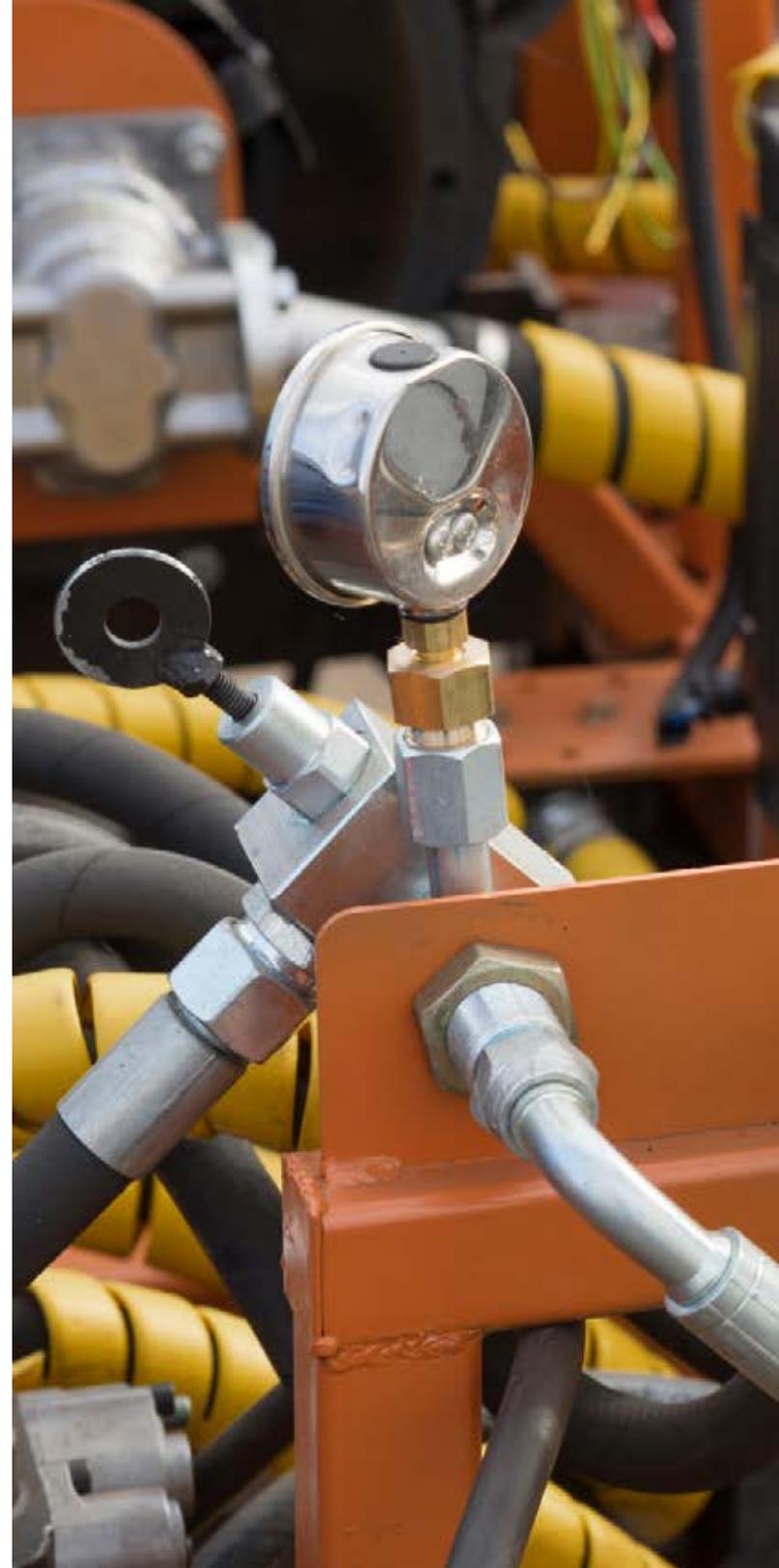
Royal Brass & Hose needed to dramatically decrease the manual labor associated with order entry, especially for its AP and CSR teams. “It was a unanimous decision for us to invest in the right solution to help us become better at what we do,” explained MacDonald.

The company turned to Conexiom® for AP Invoice Automation and Sales Order Automation. Conexiom was the ideal solution because it captures critical line-item data from computer-generated invoices and orders and automatically processes them in the existing ERP system.

“We were excited about the ability to stop relying on people to physically handle paperwork, which in turn would help us process orders and invoices faster—and with greater accuracy of information,” shared MacDonald. “We explored a few solutions, but ultimately selected Conexiom because of its unique 100% data accuracy technology that doesn’t rely on optical character recognition (OCR).”

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Drew MacDonald



Business Outcomes

After implementing AP Invoice Automation and Sales Order Automation from Conexiom, Royal Brass & Hose realized immediate returns:

- Accelerated processing times for customer orders and supplier invoices
- Reduced operational costs
- Reconciled purchase orders in a matter of seconds instead of hours
- Realigned staff to customer service-related tasks

Automating the order and invoice entry process has also given Royal Brass & Hose flexibility to handle the ebbs and flows of business. “Now that we no longer need to hire additional staff to match demand, it’s alleviated hiring pressures and assists smaller branches that have fewer staff to handle processing,” said MacDonald. “Not only is Conexiom cost-effective, but it helps us tame operational expenses related to personnel.”

As it relates to Accounts Payable, one of the most time-consuming tasks is matching supplier invoices against original purchase orders. “Sometimes, it took hours to process one large invoice with hundreds of line items,” shared MacDonald. “Thanks to Conexiom’s ability to provide invoice line-item details, we can reconcile a purchase order in seconds, and the increased value to convert AP to an EDI-type model was instantaneous.”

Royal Brass & Hose has exciting plans to fill the free time created by automation, including additional training and more proactive customer service. “Anything we can do to earn more praise from our customers is the ultimate measure of success. Customer service is the name of the game,” said MacDonald.

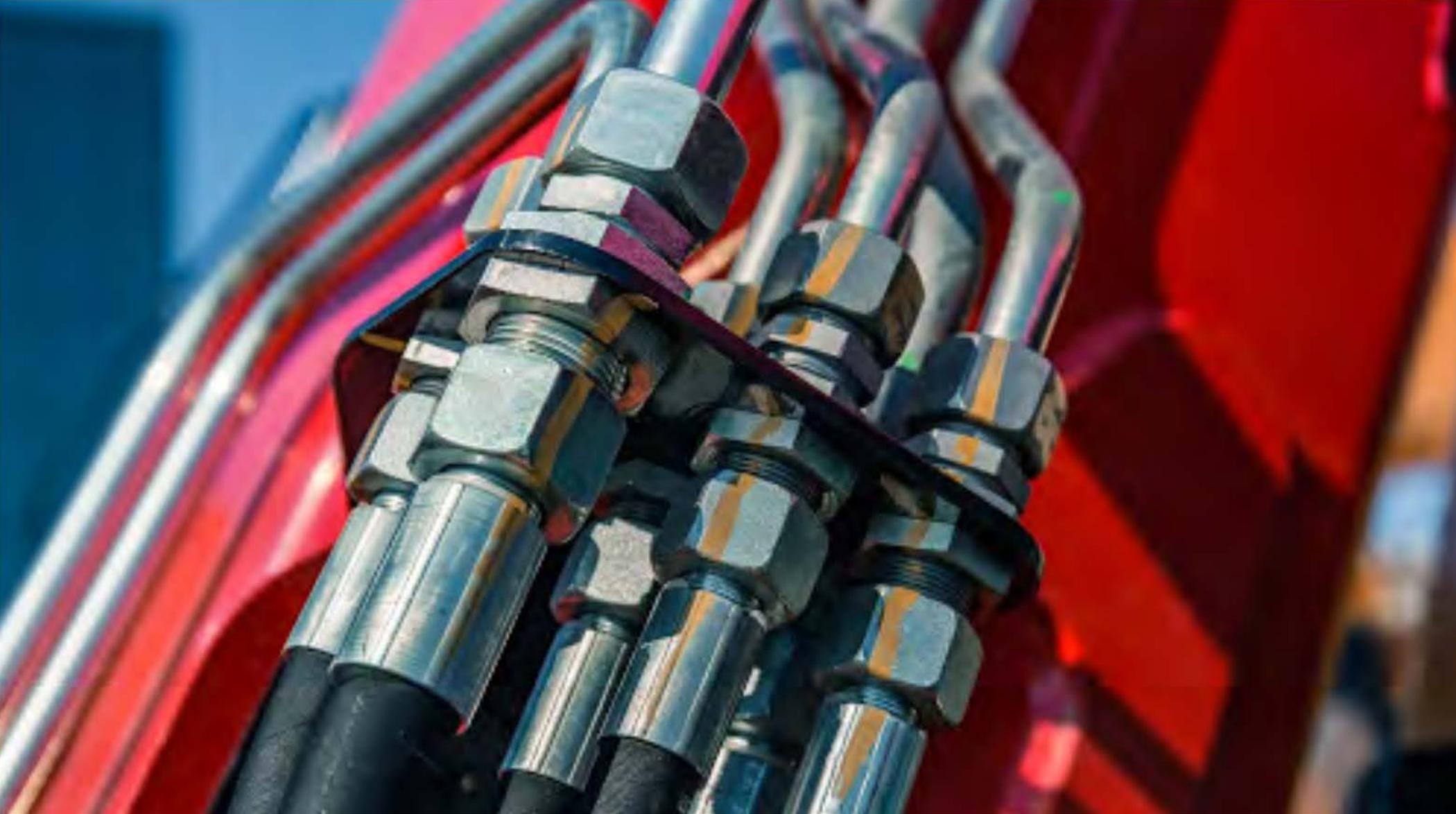
“As long-standing innovators, we’re always looking for the right ways to harness technology to lessen the workload. If it makes sense for our business and customers, we’ll explore it,” said MacDonald. “Conexiom was a natural fit for its ability to automate manual entry and modernize the archaic process of physically entering orders and invoices.”

“Since time is money in distribution, the faster you can get orders in, the faster you can serve customers. With Conexiom, customers sending machine-readable documents have their orders processed in seconds rather than minutes with 100% accuracy.”

Drew MacDonald

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

Drew MacDonald



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. Modern businesses across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen trust Conexiom to increase productivity, deliver greater profitability and improve the customer experience, while eliminating unnecessary cost and errors. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit www.conexiom.com