

# Don't Wait to Automate

Stating the Business Case  
for Sales Order Automation

## An Increasing Mandate for Automation

In the  
United States  
each year,

**\$17 trillion**

of spend occurs in  
manufacturing and  
distribution.

**50%** of that spend  
is manually  
processed

## Negative Effects of Manual Document Processing

Manual transactions lead to:

**Up to  
80%**  
CSRs spend each day manually entering and verifying orders

**Frustrated customers**

Receive inaccurate orders or experience long shipping cycles

**Inefficient processes**

Inability to scale with order volumes

Manual invoice and sales order processing generates a host of negative effects:

CSRs spend 30 minutes entering each order, and an average

**2-3**  
hours per day re-entering mistyped orders

Average cost per order can be as high as

**\$26**  
according to The Hackett Group.

Average order-to-cash cycle time is a lengthy

**45** days

Manufacturers and distributors are increasingly looking to automation to ease the burden of inaccuracies, delays, and added costs stemming from manual document processing.

## How Automation Rescues Your Business from Inefficiencies

Company: SOA Co.

Industry: Manufacturing

Annual Revenue: \$100-\$300M

CSRs: 7 Full-time employees (FTEs) manually process POs

Average Annual CSR Salary: US \$65,000

At SOA Co., 80% of total line volume comes from 20% of its customer base, around 200-300 customers.

Manual Order Entry Timeframe for Each CSR:

**30%**  
of each day

Cost per order decreases from

**\$8.30**

to

**\$4.15**

1 The remaining 20% of un-automated orders can be completed by one FTE allocating 30% of their day.

2 30% of six \$65,000 salaries.

3 Based on an annual order entry cost of \$136,500, minus Conexiom subscription of \$70,000.

### The Bottom Line for SOA Co.

By enrolling its top customers on Sales Order Automation, SOA Co. realizes:

800,000 order lines become touchless.

6 CSRs spend 100% of time on value-add tasks, such as improving customer experience and driving growth.<sup>1</sup>

Cost per order decreases from

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to

**\$4.15**

Productive gains of \$66,500-an ROI of 95% (annual net).

\$117,000 decrease in annual manual entry costs.<sup>2</sup>

Savings of \$66,500 annually by automating document processing versus manual processing.<sup>3</sup>

We were able to reduce the number of sales orders that had to be manually entered by half. The service itself has been extremely reliable. We saw a full ROI in under a year."

John H.  
Capterra

"We've seen a marked improvement in both cycle time for order processing and order entry error rates. This has translated into an improved customer experience. The functionality also helps identify order discrepancies that are easily identified to help reduce errors and has a benefit to the overall order to cash cycle."

Alex R.  
Capterra

"The communication is the biggest thing I take away from using Conexiom; they treat me like their only customer. We use various scenarios by customer, and Conexiom is able to accommodate literally anything."

Jag S.  
G2

### 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 deliver increased productivity, increase efficiencies, and improve the customer experience, while eliminating unnecessary cost and resource burdens over manual approaches and inferior technologies.

Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information, visit [Conexiom.com](http://Conexiom.com)

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## Conexiom Provides a Superb User Experience

Modern businesses trust Conexiom to provide 100% data accurate, touchless outcomes that modernize the sales-order and invoice processes to increase productivity, improve efficiencies, and enhance the customer experience.

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## Conexiom: The Leader in Sales Order Automation with a Purpose-Built Platform

- 100% data accuracy
- 1,400 algorithms to customize any business logic
- \$100 billion processed through Conexiom in 2020 alone
- 15 years of domain expertise
- Time to value < 30 days

### Benefits of Automation

- Transform manual processes into 100% data-accurate touchless outcomes
- Eliminate manual document processing with True Automation
- Enhance the customer experience
- Gain business efficiencies and reduce costs



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