



# Make Every Sales Order a **Digital Order**

Digitize What You've Got by Thinking  
Outside the eCommerce Storefront

Sales order automation is the fastest path to achieving more digital orders when your customers don't want to or feel the need to change their buying behavior.



When you think of digital orders, do you think of eCommerce? Most people do. And that's right... but not exactly.

Clicking Add to Cart and completing the checkout process is most certainly a digital order, but in the manufacturing industry, how a customer buys from you can be quite complex and complicated.

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## COVID-19 Created a Mandate for Digital Investment and More Digital Orders

Responding to COVID-19's disruption of traditional business transactions, manufacturing CEOs are now mandating an increase in digital orders. Investing in digital is now imperative.

This mandate stems from building a business resiliency plan to weather uncertain economic times, or wanting to free up resources, implement a digital strategy, and drive more revenue without increasing staff.

Typically, this mandate is interpreted as delivering or maintaining an extensive eCommerce site, but with customers still buying in more traditional ways, this approach fails to consider at least half of your client base.

# 86%

of survey respondents said the pandemic has accelerated the digital transformation of business-critical processes.

MODERN DISTRIBUTION MANAGEMENT

# 49%

of B2B sales still take place through traditional channels, such as phone, email, and fax.

THE 2019 U.S. B2B ECOMMERCE MARKET REPORT, DIGITAL COMMERCE 360



## The Struggle Is Real: Why Manufacturers Lack Digital Orders

Manufacturers struggle to implement a comprehensive digital-order strategy for good reason: customer adoption. Customers buy products in the way that's most convenient for them. Some purchase through eCommerce sites, some order through EDI, even fax, and—the #1 ordering method—email.

Why email? The collective majority of customers have their own business processes in place that may make email an optimal way to distribute POs.

For example, most ERP systems have a built-in “download and email” function that directly connects with email clients. This convenient feature is why customers tend to favor emailed orders over eCommerce websites.

You can't change their business operations. And you can't force customers to alter the way they do business with you, unless you're prepared to infuriate a customer or two.

But as more manufacturing companies call for an increase in digital orders to better failsafe business operations, how can you increase digital orders without disrupting relationships with your distributors?



**“Efficient transactions are really important to consumers.”**

CHRISTIAN WILTROUT  
GLOBAL COO, SUREWERX  
CONEXIOM CUSTOMER



## Can You Force Your Customers to Change How They Buy?

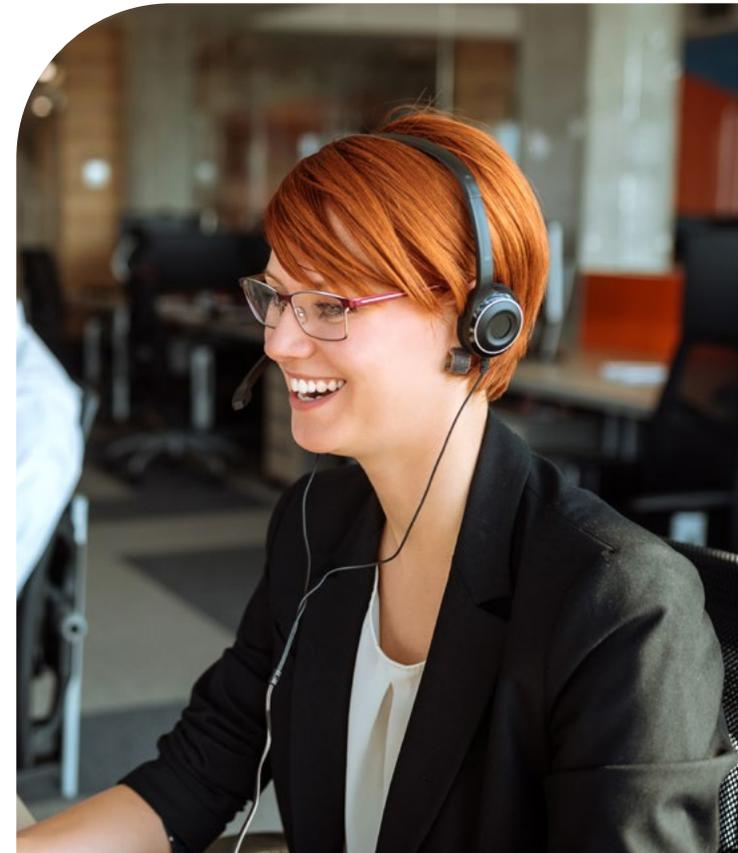
Imagine: Your team succeeded in pulling off an interactive and engaging new eCommerce site. It's a crowning achievement that took significant resources, dollars, and more than a year to build. After several months, however, the data indicates that the site brings in 5% of annual revenue.

Scrambling, leadership instructs CSRs and other Sales representatives to push customers toward ordering online. But the collective total of your smaller accounts pushes back. They don't have the resources or desire to change their ordering methods. Using your site forces them to duplicate each order—once in their own ERP systems and again on your website. With orders that may contain hundreds of line items, this is a monumental task.

This story highlights a key question: If you build it, will they come? Although an eCommerce site with rich product-related content is a necessity, it fails to address the struggle of customer adoption.

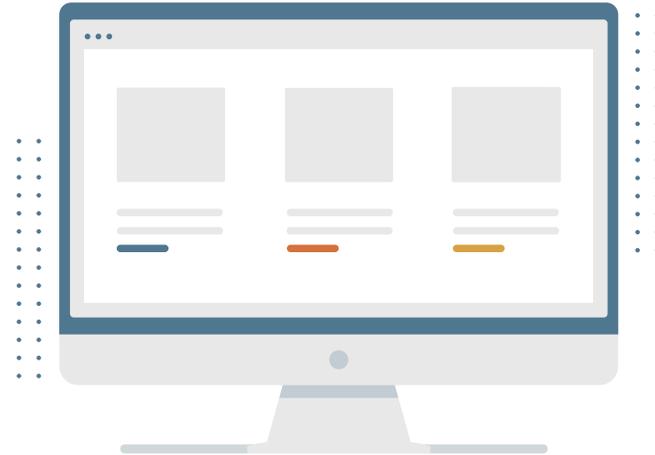
Ideally, once on your site, customers would place their order(s), but that doesn't reflect a reality where teams within the manufacturing and distribution industry are ordering from dozens of vendors through an ERP system that enables orders to be emailed with just a few clicks.

Be sure that you're adapting to meet your customers where they're at. This requires a deep understanding of your clients, including what motivates them.



**“If you're relevant and where the customers are, delivering a solution that makes sense and transacts how they want it to is a sure-fire way to beat competitors.”**

**RAY GRADY**  
PRESIDENT & CEO, CONEXIOM



## Automated Orders Increase Your Success Rate of Achieving More 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.
- ▶ Your team doesn't have to spend thousands of dollars and a year's worth of energy updating a website that 60% of customers may not use.
- ▶ Sales order automation is a low-risk, high-probability approach to gain more digital orders with minimal effort.

## Digital Commerce Is More than eCommerce

Your customers are their own organizations with their own processes, workflows, and technology—instilling change in their business is absolutely out of your control.

Instead of trying to force your customers to the latest eCommerce rollout, meet them where they're at.

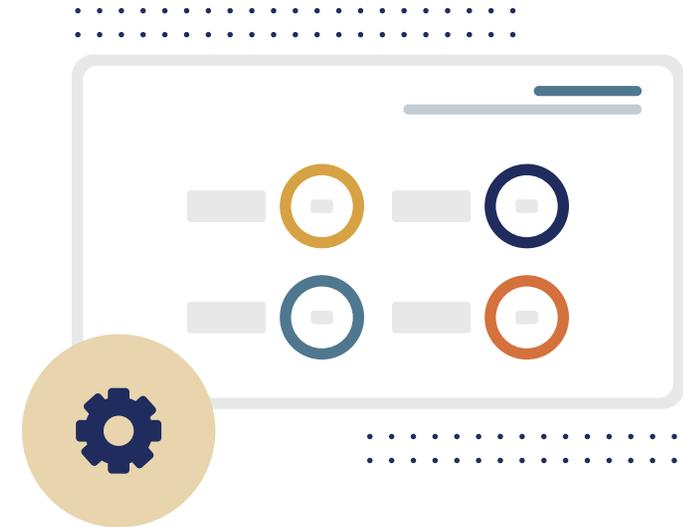


## Automated Touchless Orders Are Just as Digital as an eCommerce Order

Automating manual processes, such as sales orders and invoices, increases your levels of digital business while also reducing the costs associated with manual order processing.

And when sales orders flow through Conexiom, they're just as digital as if they had come directly from your eCommerce website.

So what comes in as an email is digitized. Without going through an eCommerce site. Without your customer doing anything different. It's a low-effort approach to making all orders digital orders.

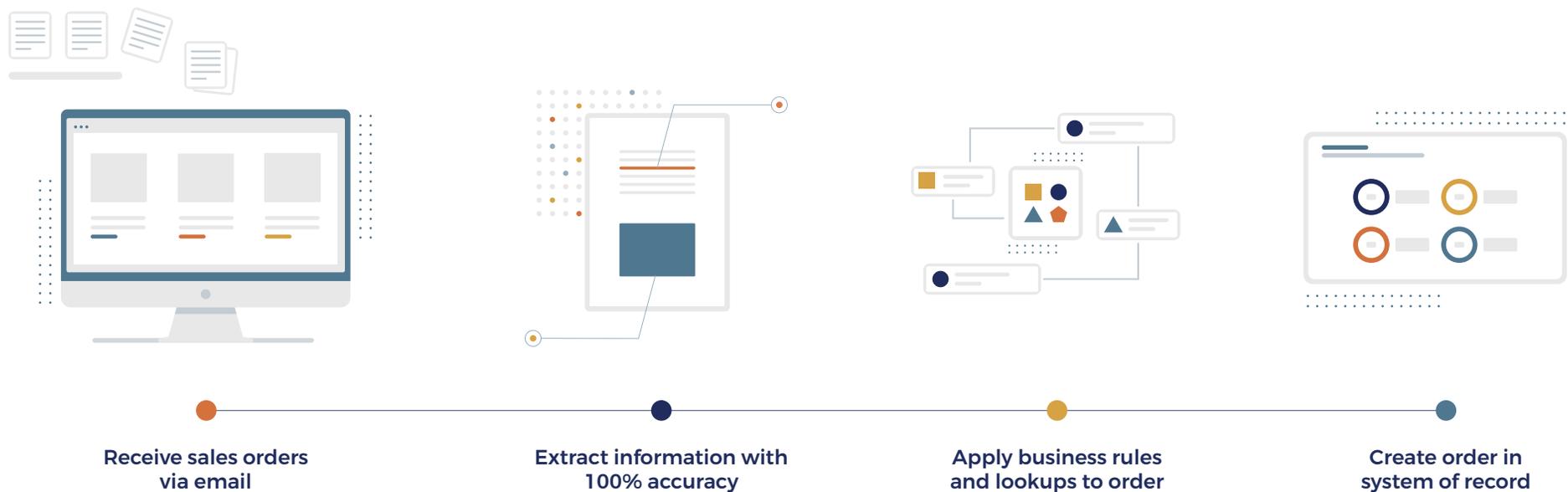


**“Why not digitize the orders you’re already receiving? Conexiom offers a clear path to digital-order success with a high volume of orders, while eliminating the need to force customers to order via an eCommerce site.”**

RAY GRADY  
PRESIDENT & CEO, CONEXIOM

# Delivering True Automation: How It Works

Conexiom delivers sales order automation with 100% order accuracy, applying specific business rules and logic so orders are touchless. Digital. And processed within minutes.



# Achieve More Digital Orders

Grow your company's revenue, improve productivity, delight customers, and increase digital orders without forcing customers to change their behavior.

**Learn More**

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

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## About Conexiom

Conexiom's cloud-based automation platform eliminates manual entry and approvals in the order-fulfillment process by transforming complex data into 100% accurate, touchless transactions, delivered seamlessly into the ERP. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to improve efficiency, speed and accuracy, increase profitability, and elevate 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.

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