

# Major Global 100 Company Provides an Exceptional Customer Experience by Re-tasking >100 FTEs

## Overview

<b>Industry:</b>	Manufacturing
<b>Market Sector:</b>	Appliances and Electrical
<b>Solution Used:</b>	Sales Order Automation

A Fortune 100 multinational conglomerate invents and manufactures technologies to address challenges linked to safety, security, and energy. With over 110,000 employees globally, they place a strong focus on quality, delivery, and value.

## Automation Outcomes

-  Eliminating \$3.8M in manual entry costs
-  Deployed Conexiom globally across 20+ countries over four business divisions
-  Automating order entry for 6,000+ customers with processing down from hours to <5 minutes



## Pain Points

In 2019, **QBC@J MKV** initiated a global digital transformation exercise to bring productivity gains to their four core divisions. Part of the executive mandate included achieving a 70% touchless order rate. Sales order processing was one area with known inefficiencies; a FTE spent 42 minutes on data entry per order and order cycle time averaged 8-8.5 hours.

By automating this business process, they hoped to reduce order cycle times, minimize order entry costs, and improve customer experience. Ideally, they wanted to achieve a touchless order rate near 100%, where the sales order management process occurred with only minimal human intervention. Previously, **QBC@J MKV** had invested heavily in Esker, but their technology regularly recorded errors, and most orders required validation and manual intervention from customer service representatives (CSRs). Orders took up to 15 minutes to appear in their ERP system, and there was no way to track fixes made by CSRs.

To improve upon Esker, **QBC@J MKV** evaluated RPA (robotic process automation). However, the business logic required to process orders could not be managed through RPA without introducing major technical debt and burdening IT teams.

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“Esker is worthless. Every order requires validation and manual touches.”

CUSTOMER SERVICE LEADER

“Our 2020 global plans required productivity gains through automation. RPA introduced too much technical debt. Conexiom delivered true automation with minimal human oversight required.”

CORPORATE CUSTOMER EXPERIENCE AND TRANSFORMATION LEADER

## Solution

The company first selected Conexiom in 2018 to automate order processing for limited, target areas of the business. Starting with only 100 customers, the company deployed an additional 100 by the end of 2018, and in 2019, they added 1,000. By 2020, over 6,000 of their global customers were on-boarded and the company achieved their goal of 70% touchless order processing using Conexiom.

At the beginning of the company's digital transformation initiative, they were using Conexiom, Esker, and RPA. Esker's OCR solution and RPA failed to effectively improve sales order processing. On the advice of their internal Automation Center of Excellence, the company replaced Esker and RPA with Conexiom to achieve 70% touchless order processing across all divisions globally.

## Achieved Outcomes

Since implementing Conexiom, the company has achieved and surpassed their initial touchless goal. They now maintain an average touchless order entry rate between 70 and 80% across four global business divisions operating in 20+ countries. They've eliminated an estimated \$3.8M in manual entry costs and reduced headcount requirements by 100 FTEs globally.

Most importantly, they've accelerated order processing times while reducing errors to ensure they meet SLA's, expedite revenue booking, and provide an exceptional customer experience.

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“All Esker did was turn our CSR's into mindless validators, and it didn't even have the ability to track the fixes they were making.”

VP OF CUSTOMER EXPERIENCE



# Partnership Timeline



## 2018

The aerospace division of the company selects Conexiom's Sales Order Automation solution and begins with 100 customers.

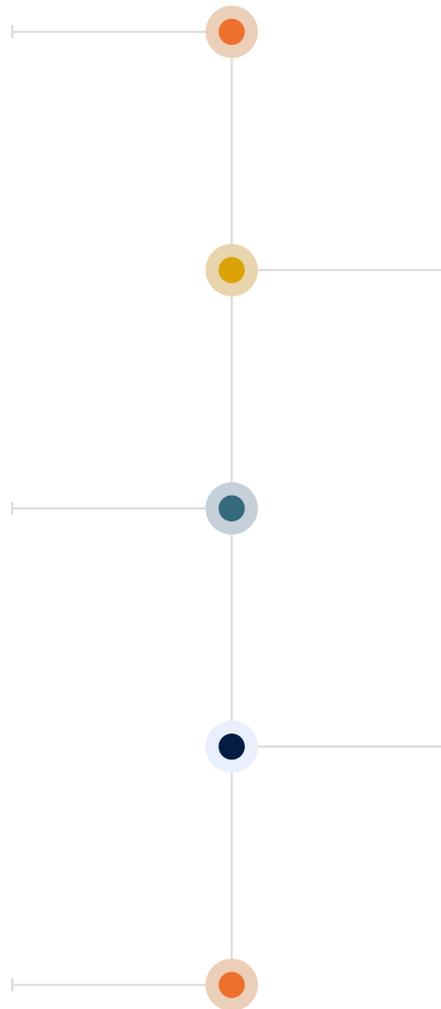
## 2020

5,500 customers on-boarded to Conexiom platform over 12 months.

The company has an executive mandate to drive an 80% touchless order rate.

## 2022

The company focuses on increasing their touchless percentage, low frequency order automation, and order management.



## 2019

The safety division of the company executes on a 20 customer pilot in 3 weeks, then expands globally with 100 additional customers across 4 countries in <4 months.

Global growth continues with 900 customers in all of the company's business units as Conexiom is chosen as the company's corporate automation solution.

Conexiom is the only vendor invited to attend the company's Digital Transformation global workshop to design a global business O2C process.

## 2021

The company puts a strong emphasis on expansion, fine tuning, and order management.

They incrementally expand the number of customers with optimized touchless order processing, achieving their goal of an average touchless rate of 80%.