

ORDER MANAGEMENT

# Infusing Order Management with Efficiency & Precision

Medical devices manufacturer revamps processes with global standardization in over 19 countries.

Here is its story.



ESKER®



## AT A GLANCE

# Global Medical Devices Manufacturer

 **Medical devices manufacturer**

 **£1.5 billion turnover**

 **200,000 orders/year**

 **10,000 employees in over 100 countries**

 **SAP® ERP**

 **Global headquarters in the UK**

## Challenges

### Shared email inboxes: a source of errors & miscommunication

This global medical products and technologies company designs and manufactures devices that support the management of chronic conditions. With operations spanning 19 countries across North and South America, Australia, the UK and most of Europe, the company was manually processing its 200,000 annual orders. This workflow led to frequent, avoidable snags and bottlenecks. The path from order to delivery was far from smooth, a critical issue given the need for these products to reach customers quickly and without delay.

The Customer Service team's biggest daily challenge was managing the shared inbox. Every email or phone message had to be manually classified as an order, query or claim, and orders then had to be entered into SAP by hand. This approach was slow, error-prone and often led to miscommunications that affected multiple subsidiaries.

To address these issues, the company set out to automate its customer service processes with a unified, global solution that would reduce manual work, standardize processes worldwide and streamline order management.

## Objectives

- Achieve global order processing standardization
- Implement a consistent system for inbound orders
- Standardize units of measure
- Establish touchless processing for all orders
- Strive for the BSI Customer Service Kitemark™ certification
- Enhance the customer experience





# Solution

## Training improves order management vital signs

The company saw an opportunity not just to automate order management, but to rethink its entire operational landscape. It embarked on a major transformation initiative: standardizing internal structures worldwide and implementing a new ERP system. One of the biggest challenges was harmonizing units of measure across subsidiaries in different countries. The phased migration to SAP S/4HANA was designed to bring every system in line and enable truly touchless processing.

To drive this effort, the Director of Customer Service for Europe, the U.S. and Canada, together with the Global Order Management Technical Lead, were tasked with selecting and deploying an automation solution for the order management process. "Improving the order processing workflows was very important to me," explained the Director of Customer Service. The team selected Esker for its AI-powered capabilities, touchless processing, scalability and ease of implementation.

Working closely with Esker's Professional Services team, they identified the customizations needed to ensure Esker Order Management fit the company's environment. "We work very well with Esker's PS team and have a great two-way communication — something we didn't experience with previous solutions," said the Global Order Management Technical Team Lead. The Esker Silver Customer Success level has been invaluable for my team due to the in-depth training and one-on-one sessions on how to use the Esker Synergy AI capabilities," they continued. Looking ahead, the company plans to expand its use of Esker solutions to gain even more benefits.

**"Esker has significantly freed up time. After 'teaching' the solution on previous orders, a large percentage of orders are now processed touchlessly."**

Customer Service Associate





**“The teams worldwide love Esker’s functionality, dashboards and the almost magical way the AI picks up information once, learns it and then processes it automatically the next time.”**

Global Order Management Technical Team Lead



## Highlights

- 98% of orders processed automatically
- Implemented in 19 countries
- Reduced order processing from 15 min. to 3 min
- Introduction of customer portal for faster orders
- Virtually immediate validation
- In-depth global reporting metrics on single platform
- Consistent and visible order processes

# Results

## Giving customers power

Within just two years of implementation, 98% of orders across 19 countries are processed through Esker Order Management. The time required to process a typical 100-line order has dropped dramatically — from 15 minutes to just three minutes per order.

A major boost to the customer experience came from the introduction of the customer portal. Customers were coached in how to submit their orders in consistent formats, facilitating Esker Synergy AI to read them easily and paving the road to 100% touchless order processing. For teams in Norway, the portal has been especially transformative, giving sales reps a fast, intuitive way to log in and place orders on behalf of their customers. In the U.S., a program is being piloted that enables the company’s sales reps, when they are off-site, to access a specific catalog of products through the Esker Anywhere™ mobile app and place orders on behalf of these customers.

Internally, the introduction of Esker Order Management has also been a great success. With automation handling the bulk of order processing, the Customer Service team can now focus on higher-value tasks like responding to calls and inquiries and providing timely back-order reporting, a long-standing request from customers. Esker Synergy AI allows for fast extraction of large quantities of data. In fact, the team is so confident in the results, that they have applied for and achieved the BSI Customer Service Kitemark™ certification. “It’s a significant achievement for the team and the company as a whole, showing how far we have come in two years,” added the company’s Director of Customer Service.

To continue on its automation journey, the company is looking at Esker Customer Inquiry Management, Esker Cash Application and Esker Claims and Deductions as future additions to the toolkit. Due to upcoming e-invoicing regulations in multiple countries, the company is also strongly considering Esker Invoice Delivery. The plan for the future is to continually roll out and expand where Esker fits in best, depending on order volumes, customer size and ground teams available.



# Do you want your customer service processes to regain their health?

## About Esker

Esker's AI Automation Suite for the Office of the CFO leverages the latest in Agentic AI and automation technologies to optimize working capital and cashflow, enhance strategic decision-making, and improve human-to-human relationships with customers, suppliers and employees. Esker's Source-to-Pay and Order-to-Cash solutions automate any business process while supporting long-term growth strategies. Offering 40+ years of industry knowledge, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. Our customers use our cloud solutions to increase the efficiency, productivity and visibility of their source-to-pay (S2P) and order-to-cash (O2C) processes.

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