Simplifying Order Management to Amplify Life-Saving Care

How a medical equipment manufacturer improved process control and consistency to create patient outcomes.
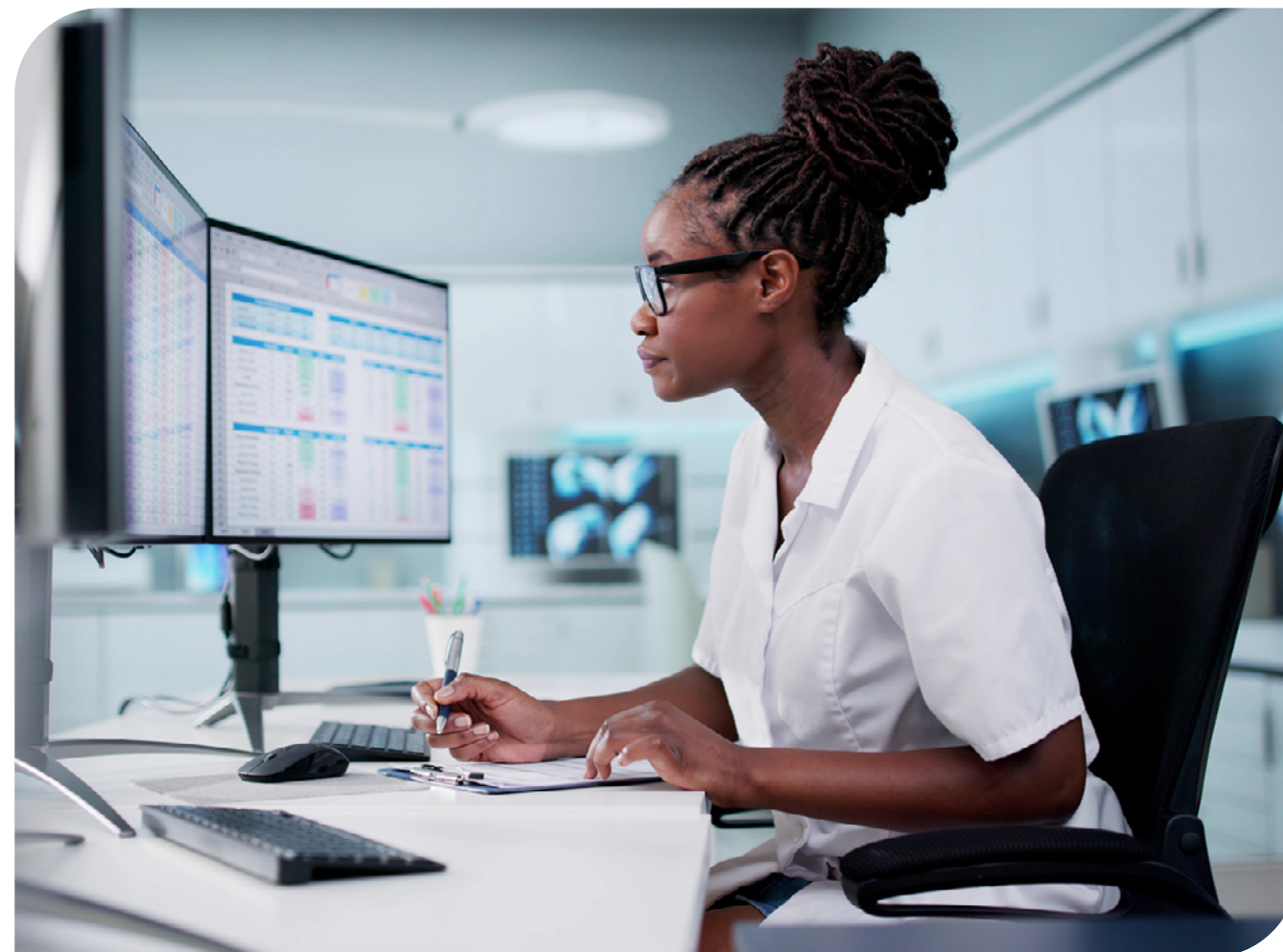
Here is its story.

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Global Medical Devices Manufacturer

💼 **Medical equipment**

💳 **$2.3B in turnover**

📋 **180,000 orders/year**

👥 **Approx 1,200 employees**

⚙️ **Oracle ERP**

Challenges

Replacing multiple solutions with one global platform

The company is a medical equipment manufacturer connecting patients and caregivers through safe, life-saving IV therapy systems, software, solutions and consumables. The main reason the leadership team was seeking an automation solution was to be able to centralize order processing and then roll out this process to other subsidiaries.

Prior to implementing Esker Order Management, the team had no visibility over the entirety of the order processing, and therefore had little to no consistency in how the orders were managed. If a new customer came on board, the Customer Service team would have to amend the whole catalog, meaning that having a solution that integrated directly to the Oracle ERP was key. EDI orders from Italy presented another obstacle: mapping issues were regularly occurring, so that the team had to download each order before further processing it.

The Director of Global Customer Solutions said, "Esker stood out because of its user interface, ease-of-use and its mapping capabilities. We interacted well with the Esker team and, crucially, we had buy-in from our Customer Service team, who all felt they could operate the solution easily. As we were aiming for a global roll-out, the solution had to be adaptable to multiple languages and units of measure as well as be able to 'plug and play' into the UK system."

Objectives

• Automate the order management process

• Apply a consistent process across all subsidiaries

• Increase touchless processing once automated

• Boost customer relationships

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Solution

Revolutionizing daily operations

Esker was chosen from among three other solution providers for its comprehensive automation capabilities, which align perfectly with the project team's goal of streamlining its order management processes and enhancing operational efficiency.

The Project Lead, Global Customer Solutions, said "My team particularly appreciates Esker's user-friendly interface, its integration capabilities with our existing systems, and the AI-driven data capture that significantly reduces manual entry errors."

Team leaders can now interact and customize the solution to suit their needs. Everything is much more in their control and can be amended instantly, which is very different to the company's previous solution. The fact that Esker is directly connected to the Oracle ERP was another notable benefit, as all the information is now kept in one single place and no errors occur while transforming the data from one system to another. Now, once a new customer is added to the ERP, the team is able to process new orders in just one or two hours. This is an incredible turnaround compared to the workflow with the previous system.

"In addition to the great dashboards and reporting capabilities, the archiving feature is also fantastic. Previously, the team was archiving emails in Outlook, which was very slow and made things very difficult to find," added the Project Lead.

"The Customer Service team are working very well with Esker and understand how the teaching works. When a product code changes or other modifications are made, the team is able to work on this smoothly and accurately within Esker Order Management. They are already getting some great results, which will only continue to improve over time," explained the Order Automation Manager.

"Support from Esker has been exceptional, with queries answered for both the US and Asia teams in local time zones. The support sites are very good, too, and can be easily searched using keywords."

Project Lead, Global Customer Solutions

"Esker has revolutionized our daily operations by automating repetitive tasks, which enabled our team to focus on more strategic activities. This shift has contributed to improved morale and productivity within the team."

Order Automation Manager

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"Over the past two years our internal teams have been working actively to both roll out the Esker solution to our global sites and increase touchless order processing. They have worked proactively with the Esker teams to drive this solution forward — understanding the teaching capabilities better, suggesting improvements and implementing enhancements, which has given us some great results."

Director Global Customer Solutions

Highlights

• 90% of orders processed automatically

• 10% of orders processed touchlessly

• Average order handling time reduced from 5 min. to 90 sec.

• Esker Implemented in 24 countries

• Accelerated onboarding of new customer catalogs

• Introduced direct EDI connection

Results

Doubling orders, reducing errors and global expansion

In two years the Global Customer Service team has vastly increased the number of orders that are being processed. The figures now reach 15,000 globally per month (from 1,000 monthly), with 90% automatically processed. The manual processing time was around 24 hours, with huge variations globally. Since implementing Esker, this reduced dramatically from five minutes per order to 90 seconds. The team has spent the time to understand how the AI teaching works and has worked hard to continue moving forward with increased touchless processing. The impacts are also noticeable when it comes to the increase in team morale and job satisfaction.

Esker Order Management is set up to issue weekly reports, which helps the company identify the top 10 customers with the highest number of manual fields. After pinpointing these customers, the reasons behind the elevated number is analyzed and then either teaching is performed or CSRs are given feedback, if needed.

So far, 1,500 orders monthly have been set up with touchless processing enabled within Esker Order Management. "Feedback from customers indicates that they have noticed faster order processing times and a decrease in errors, leading to a more reliable and efficient experience from their perspective," added the Global Customer Solutions Director. Esker also allows for direct EDI connections with the team in Italy, replacing a costly and troublesome interface with a previous provider.

The Customer Service team is now focused on getting all new countries in EMEA and Latin America to reach a 90% automatic processing rate and to increase touchless order processing in the countries that have been using Esker Order Management for longer. The team is now introducing the solution to the Japanese business teams and customers. The Project team is also looking at Esker Accounts Payable to improve automation and process efficiency on the Source–to–Pay side of the business.

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Want to automate your order management process?

Get in touch with Esker

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-toCash 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.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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