conexiom

Don't Wait to Automate

Three Strategies to Move Your Business Forward

Automation strategies you need to implement now to transform into a modern business that is lean, agile, resilient, and customer obsessed.

Automate everything that can be automated.

Although business constantly evolves, COVID-19 not only shattered the business status quo, it caused systemic disruption nearly overnight. Facing unrelenting change, we can't just react. We can't do nothing. We must respond with meaningful innovation that serves our business both in the short- and long-term.

Throughout our industry, technologies like automation, machine learning, and data analytics are no longer in the distant future; they are the tools companies must integrate into their daily business operations.

For your organization, that means: Automate everything that can be automated.

Every business is thinking about how they can transform into a modern business. That means replacing legacy, inefficient, and manual processes with technology that ensures your business is ready for the next disruption.

To succeed, manufacturers and distributors need to assess their business for risk factors and find ways to optimize processes and reduce costs. They need to automate tedious, time-consuming tasks and over-deliver on customer experience.

Let's embrace a key lesson from 2020: Expect anything. Be prepared for anything.

Don't let your business just come back. Move it forward.

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Get your business future ready.

If 2020 taught us one thing, it's that you can't future-proof your business. But you can make it future ready.

Perhaps you thought you had planned for the worst-case scenario, but the worst case was unforeseeable. How do you fix what broke and move your business forward?

You don't fix it. You transform it.

All business is digital now, making digital transformation imperative. It's time to modernize every critical business process to ensure that you can stay agile, resilient, and continue to keep your business thriving and customers satisfied.

Sales order automation not only adds business resiliency, but it also enhances the customer experience.

Business resiliency requires the right technology framework.

Imagine: Your complex, multi-line orders are processed in minutes, not hours. Each order is 100% accurate and out for delivery in minutes, not hours or the next business day. This is how sales order automation creates business resiliency.

However, despite technological advances and the events of 2020, most manufacturers and distributors still operate manual supply chains. In north America alone, more than $7.5 trillion in B2B orders undergo manual processing every year.

Manual processes, such as having customer service representatives (CSRs) key in purchase orders and convert them to sales orders, are not only inefficient; they are also costly and error prone.

Manual sales order processing generates a host of negative effects:

- CSRs spend about 30 minutes performing manual data entry per order, with an additional 2-3 hours per day re-entering mistyped orders.
- For many companies, the cost to process an order can be as high as $26.
- The average order-to-cash cycle time is a lengthy 45 days.

49.3% of B2B sales take place through traditional channels, such as phone, email, and fax.

The 2019 U.S. B2B eCommerce Market Report, Digital Commerce 360 (formerly B2BecNews)

A strong business resiliency plan maximizes revenue generation and optimizes cash flow.

Sales order automation fits this bill. It provides a low-risk, fast time-to-value while freeing CSRs from manually entering data.

Because Conexiom delivers 100% data accuracy with True Automation, it solves the shortcomings of robotic process automation (RPA) and optical character recognition (OCR) technology, which still require human intervention.

How Conexiom adds business resilience:

- Automates sales orders and invoices with 100% accuracy and >80% touchless processing
- Reduces operational costs
- Reduces order cycle times
- Eliminates errors introduced by manually entering orders

"One of the great benefits of Conexiom is that it doesn't rely on optical character recognition (OCR) to grab order information. This gave us the confidence to be sure our customers would see a decrease in order errors. Today, we have a 99.96% correct shipping rate."

Field Fastener, Conexiom Customer

Automate the customer experience to gain a competitive advantage.

Customer experience. Customer communications. Customer retention. These items are imperative to business sustainability and cannot be taken for granted—especially in this ever-changing business climate. If your organization isn't considering the customer first, your competitors will, and your sales will steadily decline.

Yet, as previously mentioned, CSRs spend hours each day on tasks that don't involve any customer interaction.

With sales order automation, mundane tasks are eliminated, and CSRs gain the time to:

- Get to know customers and offer personalized experiences
- Be more proactive in their approach to customer service
- Offer customer support both pre- and post-purchase
- Gather customer feedback and review and report on related data

When your CSRs are free to do what they do best—delight customers—customers are happy, loyal, and more likely to engage with your brand.

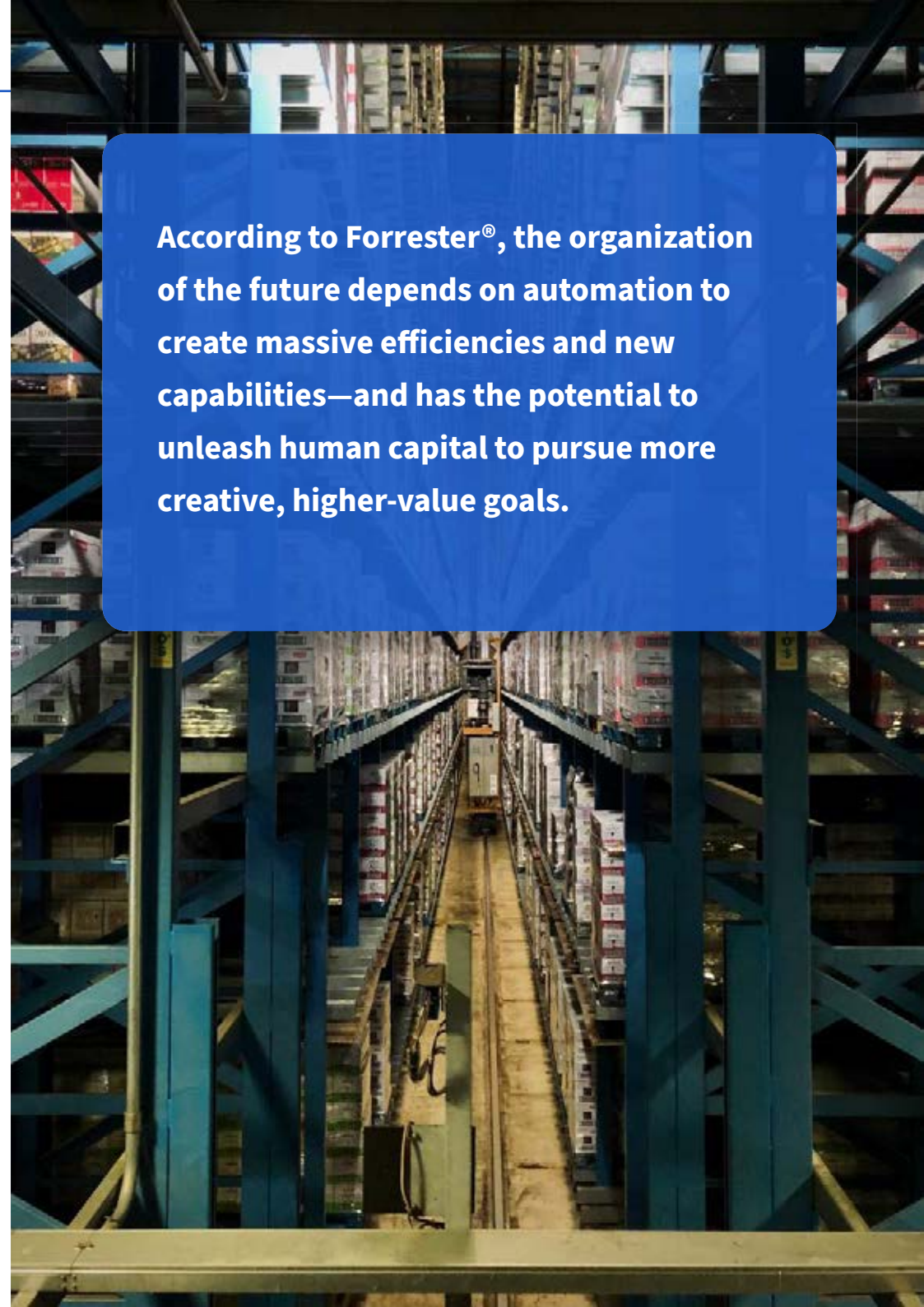### How Conexiom enhances the customer experience:

- Delights customers with accurate, on-time orders
- Requires no change to how customers order
- Frees CSRs to up- and cross-sell and respond to customer inquiries

"**Manufacturers increasingly believe that what sets them apart is not the product; rather, it is their ability to deliver superior service in a highly competitive market.**"

Mark Toffoli, Global Lead, Solutions Engineering, Conexiom
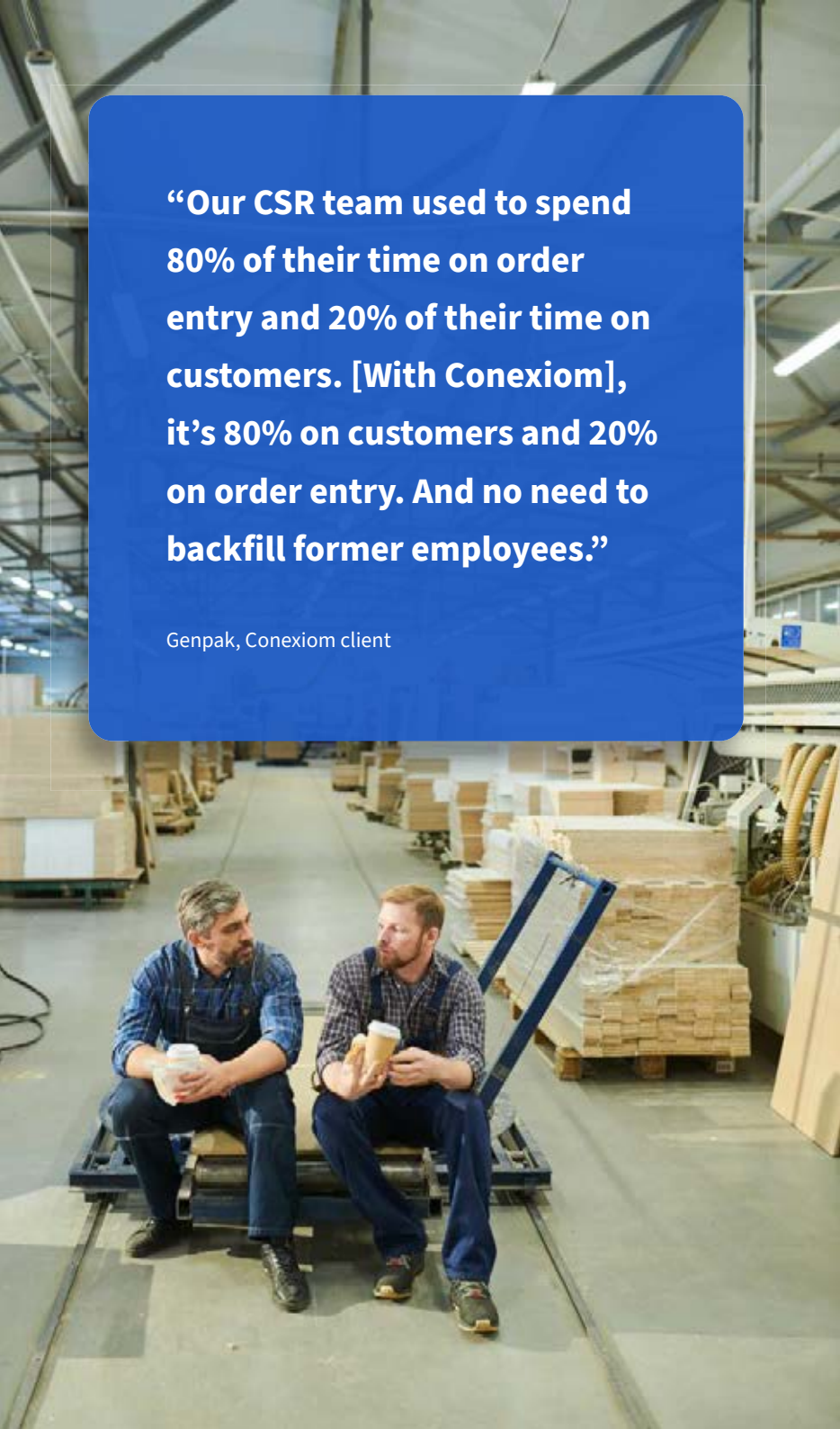
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Don't (re)hire. Automate.

2020 forced you to do more with less. Less cash flow. Less face-to-face time. Fewer promptly paid invoices. And perhaps less employees.

You made do with fewer people and work-from-home scenarios while maintaining high standards of customer satisfaction. But it required you to rethink how you operate, create value for your business, and deliver value to your customers.

You've weathered the storm and are ready to move forward. Maybe you are thinking about rehiring employees and bringing new talent into the organization. But is that really necessary?

According to Forrester®, the organization of the future depends on automation to create massive efficiencies and new capabilities—and has the potential to unleash human capital to pursue more creative, higher-value goals.

> **"Our CSR team used to spend 80% of their time on order entry and 20% of their time on customers. [With Conexiom], it's 80% on customers and 20% on order entry. And no need to backfill former employees."**
>
> Genpak, Conexiom client

Manage demand spikes without increasing headcount.

As a manufacturer or distributor that relies on manually entering invoices and purchase orders, you might have anxiety about aligning staffing levels to accommodate the ebbs and flows of orders.

Predicting and staffing for spikes in demand can be a planning nightmare, and COVID-19 underscored the fragility of the U.S. market, for example. Demand for hand sanitizer, paper products, and disinfectant wipes skyrocketed, while milk products and fresh produce were destroyed as a result of the food-supply disruption.

Sales order automation eliminates this challenge. It scales with your business. Because CSRs are not manually entering and verifying orders, there's no mandatory overtime or late nights spent by your team to manage increased order volumes.

With Conexiom, for example, global leader Genpak reduced its team by three employees through natural attrition and task redeployment.

How Conexiom manages demand spikes:

- Reduces costs associated with processing high-volume orders
- Delivers orders automatically into any ERP system
- Streamlines business processes through scalability
- Frees CSRs to focus on elevating customer experience

Your CSRs are your most important asset in delivering a meaningful customer experience that creates a competitive advantage. You don't need more people to do that; you need to make your current people better.

Reallocate resources to drive revenue and strategic growth.

You didn't hire CSRs to have them spend hours each day manual keying in purchase orders. Let them do what they do best: provide impeccable customer service to keep your clients engaged and loyal.

Not only does this shift in business function increase your customer base, it also has a direct effect on employee satisfaction. Employees that focus on more creative, problem-solving tasks are happier and, therefore, companies experience lower turnover rates.

With sales order automation, your CSRs stop performing tedious, time consuming, and manual tasks. They add value to your business, creating new opportunities and nurturing existing relationships.

How Conexiom optimizes your existing resources:

- Serves customers accurately and quickly, while freeing up valuable staff
- Increases employee—and customer—satisfaction
- Eliminates manual data entry, allowing staff to focus on revenue-driving tasks

When you implement sales order automation to eliminate inefficiencies, your internal resources can focus on driving revenue and implementing innovative strategies that keep business growing and moving forward.
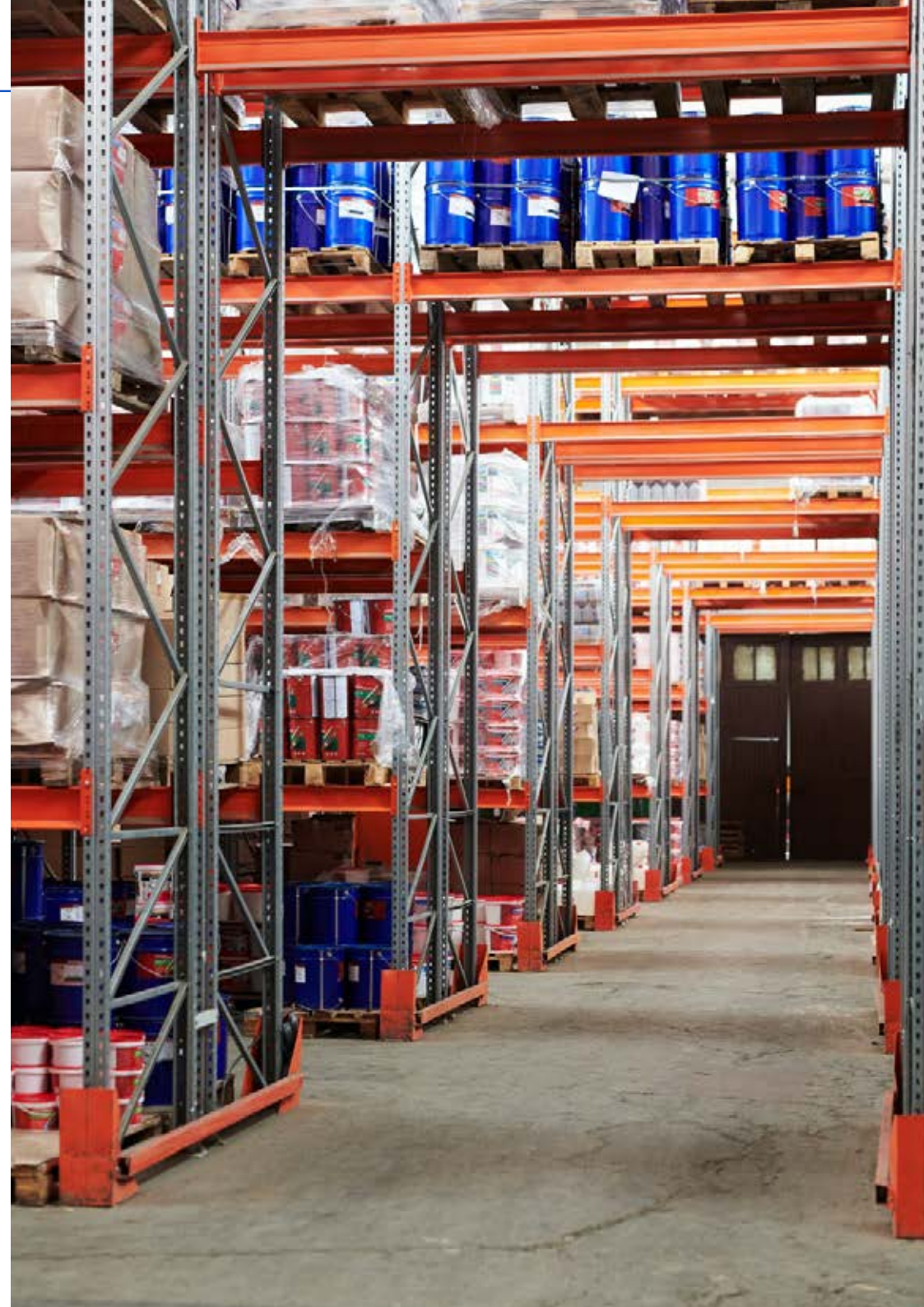
> "Staff can now take calls on non-structured orders that are more varied and custom, as well as spend more time with customers. They have time to answer questions on product selection and installation, as well as support sales staff in providing sales data and reports."
>
> Häfele America Co., Conexiom customer

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Automate your business. Automate your success.

Automation is nothing new. It's been trending for years with terms like machine learning, AI, RPA, and digital transformation.

Perhaps you have been meaning to replace your manual processes and technologies. Perhaps your executive team talked about digital transformation but didn't know where or how to start. So, you figured you'd get around to it when the time was right.

Well, that time is now. And implementing automation is simpler than you might think.

Automating your core business processes puts you and your customers in a position to win. Automation frees up your resources, budget, and the team's time to focus on the activities that deliver real value to your customers.

The primary benefits of implementing Conexiom Sales Order Automation:

- Transform manual processes into 100% data-accurate touchless outcomes
- Eliminate manual document processing with True Automation
- Enhance the customer experience
- Become more efficient and cost-effective

What Is True Automation?

True Automation is touchless document processing with 100% data accuracy, regardless of format, complexity, or repeatability.

Conexiom helps customers transform into modern businesses. But what is a modern business? In short, a modern business is:

- Agile
- Lean
- Built to scale
- Relentless about serving and delighting its customers

Modern businesses automate everything that can be automated. And that includes your—and your customers'—success.

Don't just come back.
Move forward.

While your competitors try to go back to how things were, you embrace automation as a path to move forward into a better future.

Manufacturers and distributors use Conexiom to digitally transform their business, improve the customer experience, deliver greater profitability, and gain a competitive edge:

- Unlike other automation technologies, Conexiom delivers 100% data-accurate touchless order and invoice processing regardless of the format, complexity, or repeatability.
- Conexiom's purpose-built, proprietary technology and implementation method prioritizes speed-to-value, delivering a return in 30 days or less.
- Conexiom transforms electronic documents and applies business rules to automate sales orders, invoices, and other business processes. This is done for any repeatable tasks with incomparable accuracy, delivering greater levels of customer service and satisfaction.

To move forward is to create new ways to do business. To move forward is to transform into a modern business. To move forward is to modernize your business processes.

Modern businesses are prepared for disruption. They are better, faster, and more efficient. They are future ready.

So while your competitors go back to how things were, you move forward to a resilient future.

Grow your company's revenue, improve productivity, increase customer satisfaction, and enhance supply-chain performance.

Move forward with Conexiom

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 increase productivity, deliver greater profitability and improve the customer experience, while eliminating unnecessary cost and errors. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit **www.conexiom.com**