

STREAMLINING SALES ORDER PROCESSING WITH INTELLIGENT PROCESS AUTOMATON (IPA)



As the UK's largest integrated independent manufacturer, supplier and distributor of cleaning and hygiene chemicals and products, Zenith Hygiene are a trusted partner to 4000 customers across 20,000 sites throughout the UK in sectors including food and beverage manufacturing, healthcare, hospitality, leisure and facilities management.

THE BUSINESS CHALLENGE

The business achieved rapid growth over many years and was keen to accelerate growth but without compromising customer service. It was important to drive efficiency and optimisation across the business but with customer experience at the heart of Zenith's business, it required a strategy that enabled them to achieve both.

56%

Reduction in manual effort involved in processing sales orders

BENEFITS ACHIEVED :

- ◆ Error reduction — inaccurate data prevented from entering the finance system
- ◆ Business growth and scale
- ◆ Significant improvement in customer experience

Processing customer sales orders was time consuming and manually intensive, that not only took time away from their operatives interacting with customers but was also subject to delays and errors.

After looking at various solutions, it was quickly decided that an intuitive software platform could assist. Zenith contacted Celaton to understand if inSTREAM could deliver the outcome required.

THE SOLUTION

Celaton deployed its Intelligent Process Automation Platform, inSTREAM, to help Zenith streamline the labour intensive administrative tasks and decision making involved with sales order processing.

Email and attachment sales orders are received by inSTREAM which learns the pattern of unstructured through the natural consequence of processing the document. As a result, inSTREAM is able to read and categorise the document whilst extracting key data and carrying out further tasks such as verification of customer details, matching line order items and other business process rules.

inSTREAM learns through collaboration with Sales Team Assistants by using an intuitive GUI (Graphical User Interface) to show its understanding of the order which is validated, or amended by the assistant if necessary. inSTREAM learns from every transaction processed and as volumes increase, inSTREAM's confidence and accuracy improves.

VALUE DELIVERED

All sales orders are processed by inSTREAM, significantly reducing handling times, ensuring that the sales order team have more time to focus on customer experience. Zenith have achieved a 56% reduction in manual labour with 40% being processed straight through without the need for manual intervention.

inSTREAM removes the need for Zenith to print orders in order to rekey information, generating additional savings, as well as being environmentally friendly.