

Gems Setra Accelerates Same-Day Shipping and Boosts NPS with AI Sales Order Automation

Company:	Gems Setra (a division of Fortive)
Industry:	Industrial Sensors & Monitoring
Use Case:	Sales Order Automation (Self-Learning, No Templates)
Solution:	Conexiom Ideal Order Platform

COMPANY OVERVIEW

Gems Setra provides precision sensing and monitoring technologies used in environments ranging from hospital operating rooms to agricultural machinery. With customers spanning OEMs, distributors, and end users, accurate and timely order fulfillment is critical to maintaining trust and operational excellence.

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“We sell to OEMs, distributors, end users... You’ll find our tech in everything from operating rooms to combines.”

BETH DEBONT, DIRECTOR OF CUSTOMER OPERATIONS



The Challenge

Despite an existing order processing tool, Gems Setra faced manual inefficiencies and inconsistent response times. Customers increasingly expected same-day responses and precise order fulfillment. Internal teams were overwhelmed, and response delays created avoidable friction.

The Solution

Gems Setra turned to the **Conexiom AI-powered Ideal Order Platform**—a self-learning, no-maps, no-templates solution that adapts to each customer's orders automatically. The AI continuously improves without requiring customer behavior changes or rigid business rules.



"Conexiom stood out because of its AI and its focus on continuous learning and innovation. Other platforms were static—Conexiom was different."

BETH DEBONT

Results & Business Impact

Metric	Before Conexiom	After Conexiom
Avg. Order Processing Time	7.0 hours	2.4 hours
CSR Time Per Order	5.5 minutes	2.9 minutes
Touchless Orders	~0%	36%
Response Time to Customers	16 hrs avg	5.4 hrs avg
Daily Case Load	~600	~400
NPS & VOC	Flat	10x improvement

Business Wins

65% Faster Processing Drives Same-Day Shipping

- By reducing processing time from over 7 hours to under 2.5, Gems Setra dramatically increased the volume of same-day shipments—critical for time-sensitive replacements and urgent customer needs.



"AI learns from each PO, for each customer. That's how we went from 5.5 minutes per order to 2.9—and we're just getting started."

36% of Orders Are Now Fully Touchless

- Automation allowed over a third of incoming orders to process without human intervention. This unlocked new time for CSRs to focus on technical quoting, open order reports, and strategic customer support.



That 36% is huge. It lets us shift time toward strategic service, like open order reports and technical quoting."

Happier Teams, Better Customer Experience

- With automation reducing rework and repetitive tasks, employees had more capacity to provide personalized service—and customers noticed. The drop from 600 to 400 daily cases reduced stress and improved retention.



"We didn't replace anyone. This was about reducing stress and improving the employee experience—so they can focus on what matters."

Seamless Adoption and Future-Proof Innovation

No customer-facing changes were required. Orders were submitted the same way—but fulfilled faster and more accurately. Internally, Gems Setra praised Conexiom's roadmap and continuous innovation.



"For most customers, nothing changed. They send orders the same way—and everything just works better now."

Discover What AI Sales Order Automation Can Do for You

Let Conexiom show you how vertical AI—purpose-built for manufacturers and distributors—can unlock measurable wins in speed, accuracy, and customer satisfaction.

- [Book a Demo](#)