

**HOW YOUR  
COMPETITORS  
ARE INCREASING  
CAPACITY TO DELIVER  
EXCEPTIONAL  
CUSTOMER SERVICE**





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**YOUR COMPETITORS HAVE FIGURED  
OUT HOW TO UNLOCK 30% MORE  
CAPACITY FROM THEIR TEAM.**

## INTRODUCTION

In a competitive industry with compressed margins, companies know that growth and profit means providing an outstanding customer experience, while simultaneously applying revenue driving strategies to realize growth objectives. Both tasks reside with the inside sales team. Your competitors have figured out how to unlock 30% more capacity from their team for these tasks without adding costs.





## THE NEED TO DO MORE, WITH LESS.

The average sales team in the industry only spends 20% of their day actively selling. Progressive companies know that to continue to operate where the selling ratio against other tasks is so nominal, achieving sales targets will become increasingly difficult. Additionally, in a digital marketplace with so much pricing transparency, the primary way to differentiate among competitors is through an elevated customer experience. One-on-one personalized service is key to customer loyalty and revenue growth. Your competitors have implemented one key tactic to support these strategies and subsequently increase revenue. They are advancing their growth quantifiably because they have been able to increase their team's capacity so significantly.

**THE AVERAGE SALES TEAM ONLY  
SPENDS 20% OF THEIR DAY  
ACTIVELY SELLING**





# MANUAL ORDER ENTRY IS THE BIGGEST ROADBLOCK TO MORE SELLING TIME

## THE #1 IMPEDIMENT TO SALES IS MANUAL ORDER ENTRY

Manual order processing is the biggest time burden on CSRs who are the only true option in providing the highest quality customer experience. Most waste up to 30% of their day on the low value task of keying in orders. The reason that CSRs are burdened with manual order processing in the first place, is that email is the preferred ordering method for the majority of customers. According to the Hackett Group, 70% of customers in wholesale distribution and manufacturing favor sending their orders via email.





# NO TECHNOLOGY MORE EFFECTIVELY INCREASES CAPACITY THAN SALES ORDER AUTOMATION

## UNLOCKING CAPACITY

Progressive companies have discovered there is no solution other than the automation of manually keyed orders that will truly provide a remarkable time savings and give hours back to CSRs. Other technology systems provide minimal productivity gains, and help only to facilitate the sales process but don't legitimately allow for an increase in capacity. Sales Order Automation completely removes the time wasted on manual order entry and allows companies to redeploy these hours toward revenue generating tasks.



# RELEASING 30% MORE CAPACITY MEANS:

## PROVIDING REAL CUSTOMER SERVICE

Answering phones, troubleshooting problems, providing technical product info—things that help solidify relationships and personalize the buying experience. All items are critical to retaining customer loyalty.

## UPSELLING & CROSS-SELLING

Now that your CSRs have time to spend speaking with customers, they'll not miss updates on promotions, new product releases, and other complementary products.


## REDUCED ORDER CYCLE TIMES

No more racing to get orders keyed in so you can fulfill shipping commitments. With Sales Order Automation, they are automatically processed with 100% accuracy.

## HAPPIER, MORE ENGAGED STAFF

Let the years of valuable product expertise and customer relationships your staff have built with customers be the forefront of your CSRs daily output; not low value administrative work.



A photograph of a warehouse interior. In the foreground, a man in a light blue button-down shirt and a woman in a white t-shirt with a green neckline are looking at a clipboard together. They are surrounded by numerous stacked cardboard boxes. In the background, another person is visible working with more boxes.

**HERE'S HOW TWO COMPANIES  
USED CONEXIOM SALES ORDER  
AUTOMATION TO FOCUS ON  
CUSTOMER SERVICE AND  
GROW THEIR BUSINESS.**







# CUSTOMER #1

## GLOBAL MANUFACTURER WITH CUSTOM ORDERS

As a global manufacturer of custom fittings and hardware they had two types of customer orders; those that were familiar with the product line and its specifications and functionality and those who purchased the products for customized projects. The first type of customer sends structured, repeat orders and requires little help beyond understanding shipping details. The second, often requires assistance understanding applications and specifications of different parts of the product line beyond what is on the company's website. They had to speak with someone to have their questions answered, or they wouldn't place an order. As business grew the phones were ringing more than ever, as were emailed purchase orders. CSRs couldn't keep up with demand. They realized having CSRs that could be selling and helping customers spending more and more of their day on manual entry was a waste of time. After implementing Conexiom repeat customers got their order faster than ever, and custom inquiries had shortened hold times and available sales team members for questions.

After Conexiom

- Handled sales growth without needing to hire more staff
- 35% of each CSRs work day was relieved of manual order entry
- Reduced order cycle times & increased customer satisfaction





## CUSTOMER #2

### MID-SIZED DISTRIBUTOR STRUGGLING TO COMPETE

This regional distributor was one of half dozen distributors supporting the same industry in their region. They needed to significantly differentiate themselves in the market and determined the way to ensure loyalty was through exceptional customer service. They developed a strategy that focused on adding value to customer transactions, but processing those transactions manually was already taking up to one third of every CSR's day. In order to do more with less, they implemented Conexiom to automate 25% of all revenue. CSRs could now conduct immediate follow-ups on inquiries and answer the phones without putting customers on hold. Additionally, orders were processed more quickly, and they were perfect every time.

After Conexiom

- Over 6000 hours previously spent on manual entry were saved
- 25% of all revenue now processed through Conexiom
- CSR's have time for immediate follow-up on customer inquiries without putting customers on hold.





## HOW CONEXIOM WORKS

Conexiom sales order automation is designed to understand and apply the complexities and business logic associated with processing orders just your like CSRs do today. It uses machine learning algorithms to process data-rich purchase orders automatically, with 100% accuracy.

Conexiom captures essential data from customer purchase orders regardless of format. It automatically identifies data in the email; recognizes which items the customer is ordering; determines whether multiple orders in a single email need to be processed separately and ascertain whether there are duplicates or corrections required on the purchase order. The AI component automatically resolves them. Conexiom drives higher levels of touchless orders the longer it is in use, as the as the solution continues to learn.

As a SaaS (Software as a Service) it's easily implemented and can use existing people, processes and technology. The best part—your customers don't have to change anything about how they currently place their orders with you.

Companies using Conexiom routinely experience an ROI of 200% to 1,000%. The ROI analysis looks at existing processes, resourcing and order flow within an organization and provides a quantifiable expectation of results.



# CONCLUSION

Automation of manual processing is the only real solution that actually gives hours back to members of the customer service team to apply to customer service. Conexiom can replicate the same business rules and processing logic that CSRs currently apply when manually processing an order, but completely hands-free. Customers can continue to place orders in their preferred manner, but these orders are processed faster than ever, increasing customer satisfaction while reducing the cost per order. Complete accuracy also means less frustrated customers and time spent on error resolution, freeing up more time to spend selling. Competitively, being distinguished among competitors on customer experience in a digital world means personalized one-on-one service. With sales order automation, ultimately CSRs have time to focus on what they were hired to do—sell and help customers.

## ABOUT CONEXIOM

Conexiom® allows manufacturers and distributors to focus on serving customers and managing supplier relationships instead of entering data. Conexiom revolutionizes critical sales and accounting business practices by automating manual entry with 100% accuracy. Conexiom effortlessly converts emailed and printed customer purchase orders and supplier invoices into automated sales orders and invoices, enabling companies to focus on driving growth. Conexiom helps organizations across the globe maintain a competitive edge.

For more information visit [www.conexiom.com](http://www.conexiom.com)

