



Concha Y Toro: A Strategic Partnership Beginning with EDI

BUSINESS PROBLEM

Concha Y Toro (CyT) is the largest producer of wine from Latin America and is one of the most successful wine companies, with their market-leading brand Casillero del Diablo ranking as one of the Top 10 wine brands in the UK.

As a global leader in their field, CyT was growing at a very quick rate, and looking at ways to respond to this expansion – including automation.

Prior to OmPrompt, an extra (manual) step was needed to make sure the EDI process was complete. Many errors and difficulties were occurring daily in the order entry process that the team had to deal with. Business Relationship Manager, Sergio Perez, said, “Our ideal objective was to find a new vendor who could solve both our EDI and non-EDI challenges, and no longer require any manual intervention from CyT, where for once, we wouldn’t have to worry about manual data entry.”

They needed a solution that could enable their customer service team to add more face to face value, remove manual data entry, reduce costs, and support new EDI mandates in the shortest possible lead time.

SOLUTION

Deciding to work with OmPrompt was an easy decision because of the previous success their Supply Chain Director, Ses, had experienced with OmPrompt. CyT decided to focus on EDI in the UK office first as they responded to the cost pressures and efficiency pressures from their current EDI supplier. At the time Ses’ idea was to start with automating manual non-EDI orders, but after consulting with OmPrompt we recommended replacing the current webEDI solution would be the logical first step.

“ Like most companies, CyT needs automation; we need to be able to grow. Businesses are facing difficult times, and all staff need to be on the same page to make way for progress and development ”

SERGIO PEREZ, BUSINESS RELATIONSHIP
MANAGER

“ We wanted our people to be more than machines. With automation, the job is going to get easier. Nobody wants to be entering data every day; they want to be on the phone talking to customers ”

SERGIO PEREZ, BUSINESS RELATIONSHIP MANAGER

RESULTS



Enhanced customer service for their EDI customers, such as Aldi, Morrisons, Sainsburys, Tesco and Waitrose



The ability to work closer with 3PLs to improve service



Improved management of customer orders through greater process efficiency



More time to analyze existing processes (i.e. reducing minimum order quantities to make the order process more effective).



Improved customer experience, with the customer service team focusing more on customer service and communication



FTE reduction as people moved on to other roles at CyT



“ Whether I’m talking to my Account Manager, Project Manager or the Technical teams, the OmPrompt approach was the same: everyone was willing to help no matter the time spent, the time of day or the issue. The approach like the solution is very flexible ”

SERGIO PEREZ, BUSINESS RELATIONSHIP MANAGER

FUTURE PROJECTS

OmPrompt are now working with CyT to automate all the messages between CyT and their bottling and warehousing plants, automating the time spent processing claims and growing their order entry and invoice entry systems to automate more of their top trading partners. CyT are also using OmPrompt as a strategic partner and looking to expand to the CyT Chilean offices to improve efficiency and customer service there too.