OmPrompt
Powering Sentient Supply Chains

Global Spirits Company
Sales Order Automation

50%
Increase

In touchless order automation

1/3
Reduction

Of a teams time spent manually entering data

2-3 Hours
Saved

Communicating shortage issues

BUSINESS PROBLEM

This company has global operations with a wide ranging brand portfolio and customer base to match. Order management operations, including order processing, are managed at a regional or country level meaning business processes differ across the organisation. Many customers share non-EDI sales orders via Email. These had to be manually interpreted and then entered into the ERP system (SAP) by team members. Due to the volume of sales orders, the different formats and the process diversity, operational efficiency and scalability was being hindered. In addition, a significant amount of time was being spent by the Customer Services team updating customers when there was going to be an shortage on an order. In some cases customers would not be informed because of other operational priorities or resourcing constraints.

The objectives were to:

•   Deploy a touchless automation solution to free up team members time

•   Enable process control and standardisation so staff can focus on improving OTIF and the overall customer experience

•   Reduce time spent managing repetitive customer facing administrative tasks

SOLUTION

To address these business challenges, process leaders in one specific country turned to OmPrompt. OmPrompt designed and implemented a non-EDI sales order automation solution that extracted, transformed and processed data automatically from images, PDFs and spreadsheets using the platform's ZeroTouch capabilities. ZeroTouch is a combination of OmPrompt technologies which allow non-EDI formats to be managed as if they were EDI. It delivers significant automation performance from the start allowing business teams to quickly refocus on value added tasks.

Many different customer formats were onboarded to the OmPrompt platform and automatically turned into a single format and sent to SAP. Global, country, customer and product specific process rules were then configured. This enabled the company to standardise and adhere to strict regulatory controls without impacting how end customers worked.

OmPrompt also automated the process of emailing customers when there was a shortage. From a single source of data OmPrompt identifies orders by customer and links them to key Account Managers. The Account Managers are notified via email when an order for a customer they are responsible for is not going to be fulfilled as expected. The end customer is then emailed automatically.

RESULTS

50% increase in touchless automation for non EDI customers in one country alone

1/3 reduction in the time needed to manually enter data

Cloud solution configured to individual business units and customer needs

Proactive and automated customer communications for fulfilment issues

After beginning the sales order automation project in one country, the OmPrompt solution has continued to be rolled out across Europe and North America including; UK, Austria, Belgium, Switzerland, Germany, Spain, France, Italy, Netherlands, Poland, Portugal and the USA.

❝ Our department is now able to book time for team meetings, this is where we can be more engaged, discuss solutions to problems and get involved in processes earlier. **❞**

DIRECTOR OF CUSTOMER FULFILMENT

About OmPrompt

OmPrompt's Order Management Platform provides EDI connectivity, non-EDI document automation, visibility and control solutions in order-to-cash and procure-to-pay processes. With one platform, suppliers can connect to any partner, automate any document and process any format.

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