

Heinz Improves Its Customer Service in Spain with Esker's Cloud-Based Order Processing Automation Solution

Derby, UK — February 19, 2016 — [Esker](#), a worldwide leader in [document process automation solutions](#) and pioneer in [cloud computing](#), today announced it was selected by [Heinz](#) Iberica, a global leader in the food industry, to automate its order management process. Esker's [Sales Order Processing](#) solution has enabled Heinz Iberica to automate 22,500 yearly orders in its SAP® system, 44% of which are received by EDI while the rest are received by fax, email or paper.

Heinz was looking to simplify and standardise its order management process by minimising manual intervention as much as possible. Time previously spent on the administrative process of order entry has been reallocated, allowing teams to focus on more value-added tasks such as customer service and supply chain management.

Heinz implemented Esker's Order Processing solution in Spain in August 2015 for a limited number of customers, and in the first day alone, the company was able to automate 20% of its orders. In the months since, Heinz automated the processing of 80% of its fax and email orders, totalling over 1,000 orders per month.

Heinz has already achieved many benefits from automated order processing including:

- Decreased processing time thanks to intelligent data capture technology
- Orders saved directly in the SAP system
- Electronic order archiving providing increased visibility and control
- Dashboards containing Key Performance Indicators (KPIs) and customisable reports

“To speed up our customer response time and process orders quicker and more efficiently, we needed to reduce our time-consuming manual order entry process,” said David Laso, Director of Customer Service at Heinz Iberica. “To achieve this, we looked for a solution that could automate 100% of our orders, even the non-EDI ones. We have reduced both time and effort previously required to handle manual order entry, allowing us to focus on more strategic activities with higher added value.”

(continued)

About Heinz

Heinz is a global leader in the food sector, particularly in the sauce (e.g., tomato sauce, ketchup and mayonnaise) and prepared meals industry. In Spain, the company has many well-known brands such as Heinz, Orlando, HP, LP, etc. The company has a worldwide presence, and following its integration with Kraft, hopes to become the international reference in the food sector by creating a better world.

Heinz places customer satisfaction, quality, integrity, ownership, merit and innovation at the core of its business. Heinz is also working to create a better world through initiatives for sustainable health of the planet, the community and society.

About Esker

Esker is a worldwide leader in cloud-based document process automation software. Organisations of all sizes use its shared platform of solutions, offered on-demand or on-premises, to automate accounts payable, order processing, accounts receivable, purchasing and more. Esker's solutions are compatible with all geographic, regulatory and technology environments, helping over 11,000 companies around the world in their efforts to Quit Paper™.

Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. In 2015 Esker generated 58.5 million euros in total sales revenue.

For more information on Esker and its solutions, visit www.esker.co.uk. Follow Esker on LinkedIn at [Esker – Northern Europe](#), or on Twitter at [@EskerNEurope](#) and join the conversation on the [Esker blog](#).

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