



ANGULAS AGUINAGA SUCCESS STORY

DIGITALLY TRANSFORMING ORDER MANAGEMENT

BACKGROUND

Angulas Aguinaga, a leading Spanish multinational food company, decided to modernise its order management process. Carmen Fernández, Director of Purchasing and Logistics, together with the head of Customer Service Amaia Garaikoetxea and the IT Manager, Juan Carlos Ramos, selected Esker's Order Management solution to automate the reception and processing of the company's 24,000 annual fax and email orders.

SOLUTION

The adoption of automation technology quickly highlighted the need to standardise the format in which orders were sent to the company's headquarters by its sales teams and customers. Esker's cloud-based solution has simplified Angulas's IT infrastructure and allows the company to benefit from Esker's solution improvements without worrying about obsolete software or infrastructure.

Thanks to the combination of standardised order documents and Esker's machine-learning technology for non-standardised orders, 50% of entered orders require only one change or none at all. Order processing is now three times faster with orders being processed in less than a minute.

With seamless ERP integration and solution dashboards, customer service representatives have increased visibility on every order, resulting in faster and more accurate product delivery.



WE MAKE EVERY EFFORT TO MAKE LIFE EASIER FOR OUR CUSTOMERS. FROM FRONT-END, CUSTOMER-FACING DIGITAL TOOLS LIKE THE CUSTOMER PORTAL AND THE MOBILE APP TO THE BACK-OFFICE TECHNOLOGY, **ESKER HAS ENABLED US TO FACILITATE ORDER PROCESSING AND INCREASE CUSTOMER SATISFACTION.**

AMAIA GARAIKOETXEA | MANAGER OF CUSTOMER SERVICE

ABOUT ANGULAS AGUINAGA

Industry: Food & Beverage
ERP: Oracle® JD Edwards™
Solution: Order Management

Since 1974, Angulas Aguinaga has worked to revolutionise food for consumers. Angulas Aguinaga has close to 500 employees based in its factory in Irura, and its production facilities in Cambados, Burgos, and Palencia, that work on developing and promoting its three brands: La Gula del Norte®, Krissia® and Aguinamar®.

BENEFITS AT A GLANCE



Faster order processing: from 3 minutes to less than 1 minute



Improved data recognition: half of orders require only 1 or no changes



Convenient mobile ordering: 16% of customers are already using app to place and check orders

BENEFITS



GLOBAL REACH

As a Spanish multinational company that generates 36% of revenue internationally, it was key to have one solution that works globally, managing orders from different countries in different languages and currencies.



ENHANCED CONNECTIVITY

Using Esker's customer portal and/or Esker's mobile application, Esker Anywhere™, Angulas's customers and sales teams can easily place electronic orders from any location, at any time. Over 100 customers are already using either the portal or the app to place orders, check order status or access past orders. The sales teams also use the app for back-office tasks, including viewing past orders, one-touch item selection, volume selection, delivery address searches and barcode scanning to directly add items.



COLLABORATION

The successful collaboration between the two companies has enabled Angulas to be a pioneer in both front-end, customer-facing tools and back-office solutions for sales teams in the order-to-cash cycle.



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