



HEINEKEN SPAIN

ACCELERATING ORDER MANAGEMENT AND ENHANCING CUSTOMER SERVICE

5x

ORDERS PROCESSED
FIVE TIMES FASTER

74%

OF ORDERS FULLY
AUTOMATED WITH NO
CHANGES REQUIRED

50%

OF WHICH ARE
TOUCHLESS

BACKGROUND

HEINEKEN Spain, the leading developer and marketer of premium beer and cider brands, including Heineken®, Cruzcampo, Amstel and Buckler, receives more than 40,000 fax and email orders annually (not including EDI orders). Prior to implementing Esker, these orders were entered by hand into the company's SAP® system.

The challenges of this type of manual processing prompted HEINEKEN Spain to seek an alternative order management solution capable of improving customer response times, reducing manual handling errors and increasing order processing visibility. The company selected Esker's Order Management automation solution.

SOLUTION

Esker's AI-driven solution extracts all order data from faxed and emailed orders (e.g., customer numbers, product codes, quantities, ship to addresses, etc.) and automatically matches it with HEINEKEN's master data. Once read, interpreted and validated, the order is sent to HEINEKEN's SAP system as an IDoc file using the existing EDI channel.

Because each order is automatically captured and analysed on Esker's platform, essential data metrics are made visible on the dashboard homepage. This allows greater visibility to the work carried out by the customer service team, as well as faster and more accurate product delivery.

Additionally, orders are automatically split by product type and multiple orders are created in SAP for one order document. Thanks to this functionality, when an order contains different product types, Esker automatically splits it into two separate orders and integrates them into the SAP system.

"Thanks to Esker, our Customer Service Representatives are more efficient and productive. The use of Agile methodology for solution delivery allows for a faster and more engaging experience."

Luis Fernández-Palacios | Order Management Manager

"We have reduced the number of order entry errors due to manual handling and sped up our processing times. As a result, we have been able to invest more time on higher-value tasks, which has led to an increase in customer satisfaction."

Luis Fernández-Palacios | Order Management Manager

BENEFITS

Within a few months of implementing Esker's solution, HEINEKEN Spain has achieved numerous benefits, including:



Processing orders five times faster
(from 170 to 30 seconds on average)



Orders are processed without any human intervention thanks to Esker's intelligent image recognition and machine-learning technologies



74% of orders are validated without any changes



50% of orders are fully automated without human validation



100% visibility over the order management process

NEXT STEPS

Esker is already working on several enhancements to enable HEINEKEN Spain to deliver increased value to its customers, including dispatch advice, invoicing and managed returns. HEINEKEN Spain is also expanding its use of Esker's solution to automate its EDI orders to achieve 100% visibility over all order reception channels for the retail, food and services industries. Esker's dashboards will provide real-time metrics and analytics based on KPIs, detect any inconsistencies and deliver resource management intelligence to ensure full customer satisfaction.



"Our team is thrilled with the functionality and flexibility Esker has brought to their daily work, and the ease with which the solution was implemented."

Luis Fernández-Palacios | Order Management Manager

ABOUT HEINEKEN SPAIN

HEINEKEN Spain is a subsidiary of HEINEKEN, the world's most international brewer and leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 250 international, regional, local and speciality beers and ciders. The company is committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. HEINEKEN Spain has more than 110 years of history in Spain and four factories located in Madrid, Valencia, Seville and Jaen where more than 10 million hectolitres of beer were produced in 2016.