



CROSSWATER

IMPROVING ORDER MANAGEMENT WITH ESKER'S MACHINE-LEARNING TECHNOLOGY

BACKGROUND

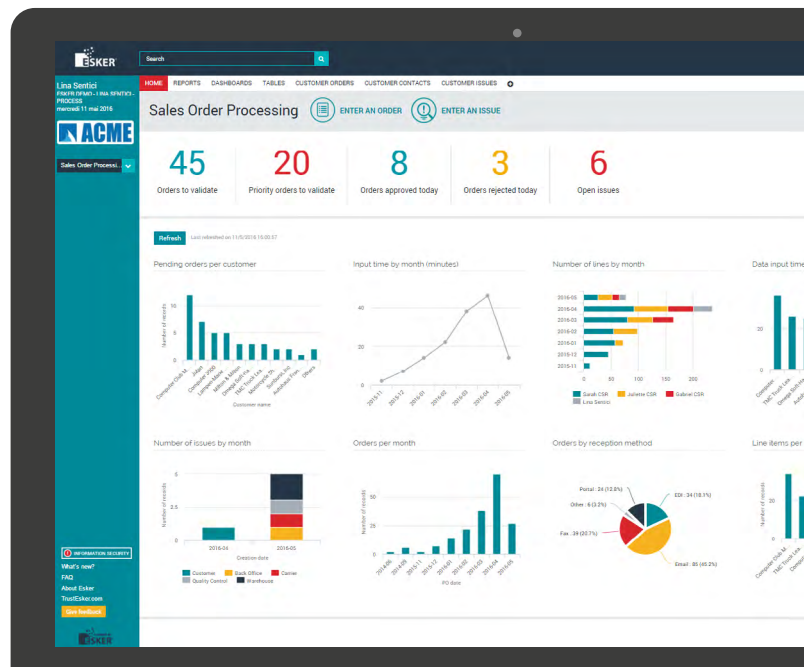
Crosswater Holdings, a U.K. leader in bathroom design with prevailing brands such as Crosswater, Simpsons and Bauhaus, was looking to automate the processing of its rapidly increasing quantity of customer orders coming in; specifically, how to process the additional amount of sales orders from initial receipt to the approval and final submission to its Sage ERP system.

Crosswater turned to Esker's Order Processing automation solution to speed up order entry, increase process visibility and control, and build a scalable, robust and more efficient system going forward.

SOLUTION

Esker's Order Processing solution enables Crosswater to receive customer orders in any file format (e.g., fax, email, etc.) which are then automatically routed to the correct Customer Service Representative (CSR). Relevant data is automatically extracted thanks to intelligent data-recognition technology to create a corresponding sales order in its Sage ERP system without the need for any manual inputs. With Esker, CSRs can simply verify that the extracted data is correct or update any missing elements.

Thanks to Esker's machine-learning technology the solution automatically learns from user actions to continuously improve data recognition and extraction over time. The Teach functionality enables the solution to go further in terms of recognition capabilities, allowing new document layouts and specifics to be learned on an ongoing basis.



"We receive around 20,000 orders per month and over 2,000 of these can now be processed completely touchless. We believe that the number of orders requiring no manual intervention will only increase as we continue to teach the system to recognise more of our customers' orders going forward."

Jason Groves | Head of customer service

BENEFITS

Since implementing Esker's solution, Crosswater has benefitted from:



Increased data accuracy



Faster order processing speeds



Improved customer service productivity



Improved visibility of orders



"Over the past few years we have been expanding at an exceptional rate, making the scalability of customer service fundamental as we continue to grow. It is our investment in solutions such as Esker that will help us to expand the business further and continue our success from having the most efficient processes possible."

Jason Groves | Head of customer service

ABOUT CROSSWATER HOLDINGS

Since being established in 1998, Crosswater Holdings has been a leader in bathroom design. With a vast and innovative product range, its three prevailing U.K. brands are: Crosswater, Simpsons and Bauhaus. Crosswater offers a comprehensive range of unique brassware solutions designed by a pool of carefully selected European designers. Using advanced technology, such as Cool Touch valves and air-infused showerheads, the company offers high design at an exceptional value.

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