



## **Make Happier Customers**

Faster, More Accurate Sales Order Processing in SAP



## Speed order-to-cash cycle and boost customer satisfaction

A significant amount of staff time is devoted to ensuring the effectiveness and accuracy of the sales order process—much of it manual and paper-based.

And the time required to process the paperwork can hinder efforts to keep tight control over cash flow and maintain speedy order fulfillment. Even worse, errors made in a paperwork-based data entry process can cause bigger problems such as incorrect deliveries, customer complaints and lost time. All of which affect morale and have a negative impact on supplier relationships—and, of course, ultimately impact the bottom line.

The good news is that automating sales orders alleviates these challenges by reducing paper-based tasks, accelerating processing and eliminating manual errors. And the research shows automation is appreciated by customers. A recent APQC\* study revealed that more than 90% of customers agree that sales order automation improves customer satisfaction and overall customer experience.

With proven results that cut lead times to customers and reduce the cost of processing orders by up to 50%, organizations worldwide rely on Kofax solutions to automate the sales order process.

***100% of managers in finance, sales, and procurement say that it is vital to be able to process sales orders quickly and accurately in today's economy.\****

## Consolidate order processing with a single point-of-entry

It's common for businesses to receive sales orders from various channels—email, fax, paper, EDI, and other various electronic orders. It takes staff significant hours to input the data from these orders into SAP...and still errors persist, taking even more valuable time to resolve.

As an SAP-certified solution for ECC and S/4HANA, Kofax ReadSoft Process Director™, is a central point of control for managing all incoming SAP document and request driven processes, regardless of format. This eliminates the hassle of physical paper handling and creates a single process for inputting and validating all order information—fool-proofing your orders against errors, reducing the order backlog, and allowing your staff more time for proactive tasks instead of issue resolution.

Purchase order data is captured, extracted and validated against available stock, agreed pricing and processed into a sales order for production or shipment. Exceptions are tracked and resolved, while regular orders are handled within minutes.

***96% of businesses believe their company incurs costs associated with handling sales order paperwork.\****

## Improved visibility of the sales order process improves responsiveness

Ensuring that all relevant data from incoming sales orders is immediately entered into the SAP system and verified for accuracy streamlines operations. Your customer service representatives (CSRs) have easy access to all the information they need.

With a clear overview of all orders in process, their status, customer details, pricing, and more at their fingertips, CSRs can quickly and accurately respond to customer queries, track orders, make changes and resolve issues.

Even better, integrated information eliminates common problems like misplaced and duplicate orders. And, there's a documented process that leaves a visible audit trail to easily accommodate regulatory compliance. Your staff is not only empowered to provide excellent customer service, they are equipped to do so.

And when the process is complete, you'll be able to measure process efficiency. Access to vital metrics such as number of orders per day, volume of orders needing validation and time spent on each order is available whenever you need it.

***More than 77% of organizations believe that the time involved in the manual processing of sales orders is holding back the growth and potential of their company.\****

### Five reasons to automate sales order processing in SAP

**1. Create a single point of entry for all sales orders**

No matter what format—email, fax, paper, EDI—the Kofax software receives, captures and transfers data from all sales orders into SAP in a consolidated, automated process.

**2. Improve visibility of the entire sales order process**

CSRs have easy access to all critical order information so they can serve customers quicker and more accurately—and the entire process is recorded in a visible audit trail.

**3. Reduce costs and lead times**

With shorter processing times and fewer manual requirements, you cut the cost of processing orders, and lead times to customers, by as much as 50%.

**4. Make your customers happier**

By speeding up order processing and enabling your CSRs to respond to queries accurately and quickly, you keep customers satisfied.

**5. Gain more control over the sales process**

Early identification of errors/exceptions and improved visibility of the entire sales order process helps you measure process efficiency and comply with regulations.

## Process orders with real-time SAP integration

Consolidating all of your sales order processing on one single platform, operating inside of SAP, just makes sense.

From order receipt to sales order creation in SAP, orders with no errors or exceptions can be processed automatically without demanding any time from your staff.

And even orders with issues can be resolved easily. Process Director enables checks and validations with guided exception handling to resolve discrepancies between the sales order information and master data in SAP. Staff can also compare entered data in SAP

Using a familiar SAP interface, staff can start increasing productivity immediately— speeding up order cycle time, shortening interaction time with customers, and providing overall faster, more accurate service.

## Choosing automation should be automatic

Kofax makes it easy to automate your sales ordering processes regain control and recoup time wasted on overly time-consuming and labor-intensive processes.

Greater efficiency through automation means more responsive customer service and fewer errors for a superior experience. And finally, you'll achieve better compliance. All these provide your organization with a competitive edge and greater ability to grow.

Learn more about how Process Director and the automated sales order processing solution can help you make, and keep, more happy customers.

\*Research conducted by American Productivity & Control Center, 2016.

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