



GE Healthcare

AUTOMATING ORDER ENTRY WITH ESKER TO ACHIEVE MULTIPLE BUSINESS BENEFITS

GE Healthcare's Medical Diagnostics department processes approximately 220,000 sales orders per year across 15 EMEA countries. Seeking a solution to improve its EMEA order entry operation, enhance its Customer Service function and integrate with the current SAP® harmonisation program, GE Healthcare chose to automate sales order processing operations with Esker DeliveryWare.

The Challenge

Due to the nature of GE's products, order entry is a critical operation within the business. Products containing radioactive material have a limited shelf life; therefore, an effective and error-free procedure is vital to maximising business efficiencies and customer satisfaction – especially within a “lean practices” environment.

The limitations of GE's old order entry operation presented a number of challenges to key areas of the business:

- Excess of paper and manual duties within order entry
- Order entry errors and archiving issues
- Limited resources to focus on added-value Customer Service activities

GE Healthcare hoped to achieve a range of financial benefits by improving its order entry system, identifying a number of critical deliverables and business requirements:

- Improved ability to track and trace sales orders from receipt to system entry
- Reduce the number of manual touch points, order entry time and key stroke errors
- Increase Customer Service productivity, including value-added activities and improved customer satisfaction
- Reporting and analysis capabilities



We needed a solution to streamline the way we process customer orders across EMEA countries. With Esker, 34% of our fax and email orders are now processed via Esker DeliveryWare, and we are confident this percentage will significantly increase – enabling us to further improve Customer Service productivity and overall customer satisfaction.

Peter Langworthy – Head of Customer Services Europe
– GE Healthcare

SAP requirements

A crucial area of focus for GE's automation initiative was achieving minimum manual interaction from Customer Service when entering orders into SAP. The challenge was to minimise the number of touch points; a decrease in order entry errors would help reduce customer queries, disputes and the need for credit notes. GE would benefit from major efficiency gains due to operatives having more time dedicated to Account Management activities.

Solution: Esker DeliveryWare

The Esker solution automates every phase of order entry – from the receipt of a customer document to the creation of a corresponding sales order in an ERP system. With the ability to handle any type of incoming order format, the Esker solution makes every order electronic and instantly accessible.

This enabled GE to better manage current, critical inefficiencies, such as limited process visibility, high cost per order and expensive errors. And, because the Esker solution interfaces with SAP, there was no problem with integrating into GE's SAP harmonisation programme. Additionally, Esker's solution allowed GE to achieve its overall goal of streamlining the way they processed customer orders across the EMEA countries.

Realising the Benefits

With Esker DeliveryWare, GE Healthcare benefits from one standardised tool for all countries using SAP, and is now enjoying multiple, tangible business benefits.

Faster order entry time

Order entry time has already started to decrease by reducing the number of touch points. This optimises the customer experience though improved service levels by enabling operatives to increase productivity and focus more on value-added activities such as customer care and opportunity detection – without the company having to increase its headcount.

"The dream for the future is totally electronic processing," said Peter Langworthy, Head of Customer Services Europe at GE Healthcare. "We are currently working towards this by significantly reducing our existing touch points, such as staff members having to handle paper orders multiple times as well as manually archiving orders. This gives us the ability to spend more time enhancing the customer relationship as well as increasing speed and minimising the scope for errors."

Improved customer satisfaction

GE also believes that the reduced incidences of order entry errors will help the business overall, such as reducing customer complaints, payment disputes, and the removal of costs associated with customer queries and credit notes.

Enhanced visibility and retrieval

The electronic workflow brings GE improved efficiencies, such as enhanced visibility during the order life cycle. This offers better transparency, while enabling the tracking, tracing and escalation of orders – with the option to increase sales and improve order-to-receipt timescales.

"A specific feature that has been well received by our Customer Service team is the ability to retrieve archived sales orders quickly and effortlessly via the creation of a URL link to the archived sales order stored against the transaction in SAP," said Langworthy. "This not only saves time for the Customer Service team, it also provides a higher level of service to our customers by being able to be more flexible and responsive to any questions that are raised."

About GE Healthcare

GE Healthcare provides transformational medical technologies and services, shaping a new age of patient care. They are committed to serving healthcare professionals and their patients in more than 100 countries. Expertise in areas such as medical imaging and information technologies, medical diagnostics, and patient monitoring systems helps their customers deliver better care to more people around the world – at a lower cost.

GE Healthcare has a long history of working closely with healthcare professionals in the Department of Health, NHS and private sector to develop and implement better patient management, using improved diagnosis and monitoring.

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Esker Australia Pty Ltd
– Sydney (main) Office
Suite 1502, Level 15, 227 Elizabeth Street
Sydney NSW 2000
Tel: +61 2 8596 5100
Fax: +61 2 8596 5175

Esker Australia Pty Ltd
– Melbourne Office
Level 1, St Kilda Road Towers
1 Queens Road Melbourne VIC 3004
Tel: +61 3 9863 9990
Fax: +61 3 9863 8010

Esker New Zealand
– Auckland Office
Level 4, 369 Queen Street
Auckland 1010
Tel: +64 9 306 8872
Fax: +64 9 306 8889

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