



DuluxGroup

Improved Cost Control and Delivery of Services to Customers



Orica is one of Australia's few truly global companies, with a multi-billion dollar turnover, ranks in the top 40 companies listed on the Australian Stock Exchange based on market capitalisation. Orica has 15,000 employees located in 50 countries across six continents and customers in more than 100 countries.



Orica consists of four business units – Orica Mining Services, Minova, Orica Chemicals and **DuluxGroup (formerly Orica Consumer Products)**. Each business unit is the leader in its chosen market and enjoys a world class reputation.

Esker Sales Order Processing was seen as the preferred solution by DuluxGroup due to the quality of their sales order processing product within the market compared to their competitors, usability of screens, flexibility of options for processing and ability to train the software to perform relatively complex tasks.

The challenge

Located in Wellington, New Zealand, the DuluxGroup Customer Service is processing about 20,000 orders a month, manually, for 7 separate DuluxGroup businesses in Australia and New Zealand.

“The delivery of customer service was complicated by geographical differences, the diverse customer base, the different range of products, the timing of the receipt of the orders and the differing distribution requirements,” says Louise St Clare, DuluxGroup Customer Service Manager.

“We have a complex workflow that requires management throughout the day to ensure we meet customer expectations, both internal and external.”

DuluxGroup was on the lookout for improvements that would result in better and faster service delivery to its customers, while improving the use of valuable resources.

“While a number of our larger customers are more sophisticated in their ability to place orders electronically, there is also a significant customer base who continue to fax their orders to us,” explains Louise St Clare.

“We were aware that a large portion of these customers fax orders that are computer generated, and therefore in a standardised format. Our challenge was to reduce the time spent on non-value added processes that comes with manual data entry and use some of this time to improve the quality of information received from customers without any adverse quality of customer service.”

Solution: Esker Sales Order Processing for SAP

The implementation

The identification of the optical reading software as a solution for business improvement was made by DuluxGroup IT Business Analyst, Peter Snare. He identified test sites for the company to visit and arranged for a review of the Esker solution for Sales Order Processing.

“The criteria for a business solution was a solution that would allow us to manage relatively complex business processes around workflow, dealing with up to 7 different businesses each, with different business rules, and with built-in controls to maintain quality,” says Peter Snare.

From a business perspective, the business case is based on improved efficiency therefore financial criteria around improved usage of resources was paramount, and needed to be met.

“Esker was the most reliable Sales Order Processing solution that we found on the market at the time we were looking. We evaluated this solution against our functional requirements. In addition to Esker visiting our site to gain an understanding of our business, we spent 2 days in a workshop situation, to ensure the project team understood the details of the current processes and to determine how we would achieve the outcomes required.”



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Louise St Clare ■ Customer Service Manager ■
DuluxGroup Australia & New Zealand



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The solution: Esker Sales Order Processing

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“We needed a holistic solution that integrated well with our current processes. The process of integrating Esker into our day-to-day processes meant we needed to tailor both the Sales Order Processing solution and our business processes. There remains a volume of orders that will never be able to be processed by Esker due to the nature of receipt of the order, for example, when they are (poorly) hand written, or use an order pad”, says Louise St Clare.

“The Esker Team have proven themselves to be flexible, versatile, with a ‘can do’ attitude. We have a complex architecture and sometimes it is difficult to identify where an issue has arisen, however Esker have always worked in a collaborative way to create the optimal outcome.”

Benefits

Streamlined Order Processing, Improved Quality

The Esker Sales Order Processing solution currently processes about 50% of faxed orders, and product lines. DuluxGroup have integrated Esker with other business systems to pass relevant information between several systems including SAP, and Esker, for more complete order entry and to allow the company to continue managing workflow in an efficient manner.

“The implementation of the Esker Sales Order Processing solution has allowed us to streamline our order entry processes and improve the quality of the data entered. The outcome has been reduced headcount, more consistent workload, and less stress in the workforce,” says Louise St Clare.

However, the company found that one of their biggest challenges was not the implementation of the technology, but the change managements required of staff.

“Many of our Customer Service Representatives who had been employed to key data had to face the realisation that the skills now required had changed, and that the company needed people with an eye for detail to validate data,” says Louise St Clare.

“Our training and quality processes required revision to provide every opportunity for staff to meet our revised expectations.”

Cost Control, Staff Redeployment

“The results have met our expectations. We have only had the solution installed for about 18 months, and are still finding ways of improving our knowledge and usage. We have been able to reduce head count and to move some Customer Service Representatives into training and quality roles,” says Louise St Clare.



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