



LEVERAGING ORDER PROCESSING AUTOMATION TO MANAGE GROWTH WITHOUT ADDING HEADCOUNT

BioMérieux chose Esker's SAP-certified automation solution to streamline its fax and email order processing, improving profitability and employee productivity in the process.

The Challenge: Fax/Email Orders

BioMérieux processes a volume of 75,000 fax and email orders every year throughout its U.S. locations. Prior to implementing Esker, the company was using Microsoft Outlook to manage this process. Unfortunately for bioMérieux's team of Customer Service Representatives (CSRs), it was very cumbersome having to handle, sort, enter, route and store the orders manually. It was also difficult to quickly access the documents when a customer would call in with an inquiry.

"We were looking for a more effective solution to increase our customer service level for order processing," said Jean-Mathieu Farret, Senior Manager for Customer Service. "Our older processes had too many manual touch points and we needed increased information transparency to support customer needs throughout their procurement cycle."



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Jean-Mathieu Farret – Senior Manager for Customer Service

The Solution: Automated Processing

Rather than add more staff to process its growing order volume, bioMérieux sought an automation solution that could easily be "plugged in" to its existing SAP® environment. The company looked into solutions through a number of vendors, but ultimately went with Esker after hearing about them from Esker customer, MEDRAD, Inc. "The Esker solution was a game-changer for us – the price, the presentation, the experience, the SAP certification. It was designed exactly for what we needed it to do," said Farret. Using Esker, bioMérieux's entire order management process is now automated – from the reception of a customer order to its creation in the SAP system. Esker's intelligent data capture technology ensures all information is accurately extracted while automated workflow automatically routes orders to the right CSR.

Proof of concept evaluation

As part of the proposed solution, bioMérieux requested a proof of concept (POC) before the final decision was made. "We have plans on expanding to other countries and also wanted to extend our relationship to other companies," said Farret. "Esker stepped up the challenge and exceeded our POC expectations. It was a way of confirming the confidence we had in them."

Agile approach to solution delivery

Esker uses the agile methodology during solution implementation, creating an environment that allows for a high level of customer involvement early in the process. For bioMérieux, this meant a quicker go-live and seamless transition. "I can only compliment what the Esker team has done," said Farret. "We met all of our timelines which is something that's never a given in the IT world."

The Results

- **Process efficiency:** Average number of steps to process a fax/email order was cut in half (from 8 steps to 4 steps).
- **Time savings:** Average amount of time to process a fax/email order was reduced from 8 minutes to 2 minutes.
- **Cost savings:** Saved 53,000 euros in last half of 2013 with anticipated savings of 137,000 euros in 2014.
- **Lean growth:** Even with 3 temps leaving, Esker's solution allowed bioMérieux to manage orders without adding staff.
- **Employee satisfaction:** Order fulfillment team is now more satisfied with their jobs and feel more engaged.
- **Solution flexibility:** Leveraged solution to go beyond order processing to automate service contracts.

About bioMérieux

As a world leader in the field of in vitro diagnostics for over 50 years, bioMérieux provides solutions for improving patient health and ensuring consumer safety in more than 150 countries through 41 subsidiaries and a large network of distributors. BioMérieux is a subsidiary of Institut Mérieux, with world headquarters in Lyon, France, and American headquarters in Durham, North Carolina.

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