

SMITH-COOPER INTERNATIONAL

SMITH-COOPER SUCCESS STORY

Improving the Quality of Orders & Customer Service

BACKGROUND

As a global designer and provider of branded, high-quality valves and fittings, Smith-Cooper International knows a thing or two about pressure. Recently, though, the company found itself in a very different kind of high-pressure scenario: how to handle its growing order volumes.

Smith-Cooper has been riding a strong wave of business growth for years — a good problem to have — but with 85 percent of its customer orders arriving via email or fax, the speed, accuracy and productivity of its order management process was beginning to suffer. The prospect of simply hiring more CSRs to manage the influx of orders didn't seem like a sustainable solution, according to Christopher Cerf, Smith-Cooper's VP of Customer Service and Inside Sales.

"We were in a bit of a predicament with trying to increase productivity while also transforming into a more service-oriented team," Cerf said. "Order entry was taking up a good amount of time, so it was important to create bandwidth for our staff to focus on more value-added tasks."

SOLUTION

The next logical step for Smith-Cooper was finding an automated order management software solution to replace its manual process. And find one, it did — just not Esker. "We were really close to signing with another company when, late in the process, we realized the provider couldn't work with one of our biggest customer's order formats," recalls Cerf.



ESKER'S ORDER MANAGEMENT SOLUTION REPRESENTS A FUNDAMENTAL SHIFT IN THE WAY WE DO BUSINESS. NOT ONLY ARE WE MORE EFFICIENT AS A TEAM, BUT WE GET A HIGHER QUALITY ORDER THROUGH THE SYSTEM. AND WE WERE ABLE TO DO IT ALL WITHOUT SACRIFICING OUR IDENTITY.

CHRISTOPHER CERF | VP CUSTOMER SERVICE & INSIDE SALES

ABOUT SMITH-COOPER INTERNATIONAL

Industry: Building Materials
ERP: Sage
Solution: Order Management

Based in Commerce, California, Smith-Cooper International is a leading designer and provider of valves, fittings and related products. Smith-Cooper provides its products through three distinct brands: SCI®, Sharpe® and FPPI®. The company provides over 17,000 SKUs to more than 3,000 customers across diverse end markets that include industrial, fire protection, oil and gas, commercial and residential construction, agriculture, food and chemical processing and waterworks. It operates seven distribution centers across the United States.

BENEFITS AT A GLANCE

- 38%** Accelerated average order processing time by **38%**
- 88%** **88% reduction** in average amount of time an order waits before validation
- 100%** **100% elimination** of call backlogs



“Fortunately, that experience is what led us to Esker. It was enlightening to find a company who knew the industry, understood our diverse process and had the proven track record to back it up.”

With Esker, Smith-Cooper now has a cloud-based solution that can handle sales orders regardless of customer variability. Today, the overwhelming majority of orders are processed electronically through Esker. The solution uses different layers of AI-driven technology to extract relevant data from incoming orders, improving accuracy and streamlining verification.

THIS HAS BEEN A GAME-CHANGER FOR OUR TEAM. IN THE LAST 3-5 YEARS, ESKER IS ON A SHORT LIST OF TRANSFORMATIONAL IMPLEMENTATIONS THAT EVERYONE WOULD SAY HAS POSITIVELY IMPACTED THEM. IT'S BEEN AN A+ ENDEAVOR.

CHRISTOPHER CERF | VP CUSTOMER SERVICE & INSIDE SALES

BENEFITS

Following its implementation of Esker’s Order Management solution in June 2018, Smith-Cooper has seen a number of promising business results. Some of the more significant benefits include:

IMPROVED PROCESS EFFICIENCY
 Post-Esker, Smith-Cooper has already been able to reduce average order processing time by 1.38 minutes. What's more, the average amount of time an order waits before validation has decreased by 88 percent.

EASIER DOCUMENT ACCESS & ARCHIVING
 Today, when a customer calls in with a dispute or question about a PO, it can be found instantly within the Esker solution instead of having to hunt down a sheet of paper.

MORE EMPLOYEE BANDWIDTH
 Not only do CSRs have more time for tasks that improve customer experience and profitability, low-value order activity has also been offloaded from tenured workers and inside sales staff.

ELIMINATE CALL BACKLOGS
 Thanks to Esker, managers no longer have to be concerned how the staff will handle the volume of customer phone calls because call backlogs have been eliminated due to the additional bandwidth.

©2019 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks or registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.



Esker, Inc.
 1850 Deming Way, Suite 150
 Middleton, WI 53562
 Tel: 800.368.5283 | Fax: 608.828.6001
 Email: info@esker.com | Web: www.esker.com

GET SOCIAL

Blog: blog.esker.com