



Saunier Duval



VAILLANT GROUP

IMPROVING TRACEABILITY, TIME SAVINGS & CUSTOMER SERVICE WITH ORDER PROCESSING AUTOMATION

BACKGROUND

The Vaillant Group, a European heating, ventilation and air conditioning technology specialist, and its two French brands, Saunier Duval and Vaillant, had previously manually processed its sales orders resulting in a very time-consuming and error-prone process. Looking to improve its order-to-cash cycle, increase staff productivity and reduce its environmental impact by cutting supplies, the company decided to automate its business process.

Vaillant Group's Administration and Operations Director, Thierry Tournier, explained: "We selected Esker to automate our order management process and eliminate the increasing amount of paper accumulating in our offices. We were wasting a significant amount of time manually handling orders – from order reception and internal distribution to archiving and searching for documents in the sales administration department."

CHALLENGE

Following a request for proposal in 2013, Esker was selected based on its ability to meet the Vaillant Group's needs, which included finding a solution that could:

- Be compatible with the company's SAP® system and Salesforce® CRM tool
- Absorb seasonal volumes due to a 30% increase in order volumes September through January
- Handle a complex pricing system with a significant amount of orders requiring reconciliation with a quote
- Achieve traceability throughout the entire workflow

SOLUTION

Esker's Order Processing solution has enabled the Vaillant Group to streamline the processing of orders received by fax, EDI or email, according to the following workflow:

- Upon reception, the order is routed to the right person based on customized rules (e.g., customer name, products, geography, level or urgency).
- The order is populated on the screen and data is verified and entered into the SAP system.
- Any necessary comments are added to orders, and if data is incorrect, the customer portal is used to communicate directly with customers in order to resolve the issue.
- Order data is archived in the SAP system while a copy of the original order is attached and available to any authorized user when needed.

*"Esker's solution is **flexible** and **scalable**, capable of accompanying us throughout our development. Its **international capabilities** allows us to implement the solution at other Vaillant Group subsidiaries."*

Thierry Tournier | Administration and Operations Director

BENEFITS

Esker has helped the Vaillant Group achieve many benefits, including:



Improved customer relationships thanks to fewer manual order entry errors



Time saved and productivity gained for sales assistants who can now focus on higher value tasks



Improved traceability and dispute resolution thanks to end-to-end tracking, collaboration and document archiving



Decreased supply costs and reduced ecological footprint thanks to eliminating the annual consumption of 300 reams of paper previously required to print orders



*“Now when we are looking for an order, we simply go into SAP and access the PDF. We can also track the order, see the different comments, customer exchanges, etc. The **time savings** is priceless. Equally valuable is the **quality of service** we provide to our customers with **more satisfying interactions.**”*

Thierry Tournier | Administration and Operations Director

ABOUT VAILLANT GROUP

With 12,000 employees, a portfolio of eight brands, and a turnover of 2.3 billion euros, the Vaillant Group is one of Europe's leading heating, ventilation and air-conditioning technology specialists. The company manufactures its own products across 11 production sites located mainly in Europe, as well as seven R&D sites. In France, the Vaillant Group is the leader in wall-hung heating appliances with its two brands, Saunier Duval and Vaillant.

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