

ORDER MANAGEMENT

Strengthening Customer Relationships & Exceeding Process Efficiency Goals

By implementing Esker alongside an SAP® rollout, H.B. Fuller is transitioning to a more efficient, standardized order management process.



ESKER®

AT A GLANCE

H.B. Fuller

 Chemical adhesive manufacturing

 6,500 employees

 US\$ 3B annual revenue

 SAP®



Challenges

Improving customer experience & job satisfaction

H.B. Fuller is an industry-leading chemical adhesive manufacturer, with 72 facilities in over 36 countries, that provides companies around the globe with adhesives for everything from automobiles to potato chip bags. In the words of H.B. Fuller's Customer Service/E-Commerce Trainer Amy Wuertz: "If you don't nail it, you glue it." It's easy to imagine the sheer volume of customer orders H.B. Fuller receives on a daily basis — some of which can be upwards of 100 lines in a single purchase order.

The company is in the process of deploying SAP® across the globe, and decided to implement an automated order management solution simultaneously. H.B. Fuller chose Esker Order Management to automate all global facilities as it rolls out the new ERP. Esker fills in technology gaps and generates efficiencies that allow for a seamless transition for both CSS and customers.

The main objective for H.B. Fuller is to standardize order management processes throughout its facilities to make training, keeping up with demand, and maintaining strong customer relationships simpler and more personalized.

Objectives

- Automate order management at same time as implementing new ERP
- Standardize order management processes globally
- Improve customer experience with more personalized service

Solution

Bridging technology gaps

One of the key advantages of implementing Esker Order Management was its role as a seamless bridge between H.B. Fuller's legacy e-commerce platform in EIMEA and SAP. This way, customers experienced a smooth transition with minimal disruption. Mike Carney, Manager of North America Customer Service, highlights the change in his own words:

"Esker automatically captured orders entered on our legacy portal and directly input them into SAP. This meant we didn't have to disconnect customers from the online portal while the new one was put in place. Instead, we were able to reassure them that they could keep entering orders, and those would instantly appear in the new ERP. In this step, Esker acted as an intermediary, and the order management process is still functioning flawlessly to this day."

With H.B. Fuller rolling out this approach to its other global facilities, it became clear that this strategy delivered outstanding results for both the Customer Service team and for customers. By automating manual order entry, significant time savings were recorded for the CSS team, which can now spend this time enhancing customer satisfaction and strengthening relationships.

"Relieving the CSS team from manual order entry gives them the time to be proactive with our customers."

Mike Carney

Manager of North American Customer Service, H.B. Fuller



"With Esker's intuitive interface, it's easy to train a new team member. It's even faster than training them on the ERP!"

Amy Wuertz

Customer Service/E-Commerce Trainer, H.B. Fuller



Results

Surpassing goals while reducing errors

Change management often proves to be the biggest hurdle when transforming finance processes. To overcome this, H.B. Fuller embraced a “proof is in the pudding” approach: The CSS team became advocates for the Esker platform, with process optimization and the resulting happier customers to show for it. Mike Carney explained that “we focused on showing our team the tangible benefits of Esker. We wanted them to see how it would simplify their work, boost efficiency, and reduce stress by freeing them from the rush of manually entering orders. This way, they could dedicate more time to serving customers.

The results speak for themselves: Orders that previously took hours to process are now moved along in only minutes. With pre-filled lines, team members now need to simply review and approve the order. H.B. Fuller set an ambitious goal for its first year of order management automation: The company was aiming for 70% of orders to be processed electronically. Today, they’ve surpassed that target, with 75% of orders now fully digitalized. These streamlined processes are instrumental as the company transitions to a new global ERP while simultaneously scaling effortlessly to meet demand.

Highlights

- Increased automated order processing by 41%
- Decreased order entry errors significantly
- Recorded positive feedback from team and customers

“Esker significantly reduces errors by eliminating the manual order entry tasks.”

Mike Carney

Manager of North American Customer Service, H.B. Fuller

Want to automate your order management process like H.B. Fuller?

We're here to help.

About Esker

Esker's AI Automation Suite for the Office of the CFO leverages the latest in Agentic AI and automation technologies to optimize working capital and cashflow, enhance strategic decision-making, and improve human-to-human relationships with customers, suppliers and employees. Esker's Source-to-Pay and Order-to-Cash solutions automate any business process while supporting long-term growth strategies. Offering 40+ years of industry knowledge, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

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