



## AGUAS DANONE

### SPEEDING UP RESPONSE TIMES WITH CLOUD-BASED ORDER PROCESSING AUTOMATION

21.7%

OF ORDERS ENTERED  
WITHOUT CSR  
INTERVENTION

27%

OF ORDERS REQUIRE  
ONLY ONE CHANGE

50%

OF ORDERS ARE  
PROCESSED IN LESS  
THAN 30 SECONDS

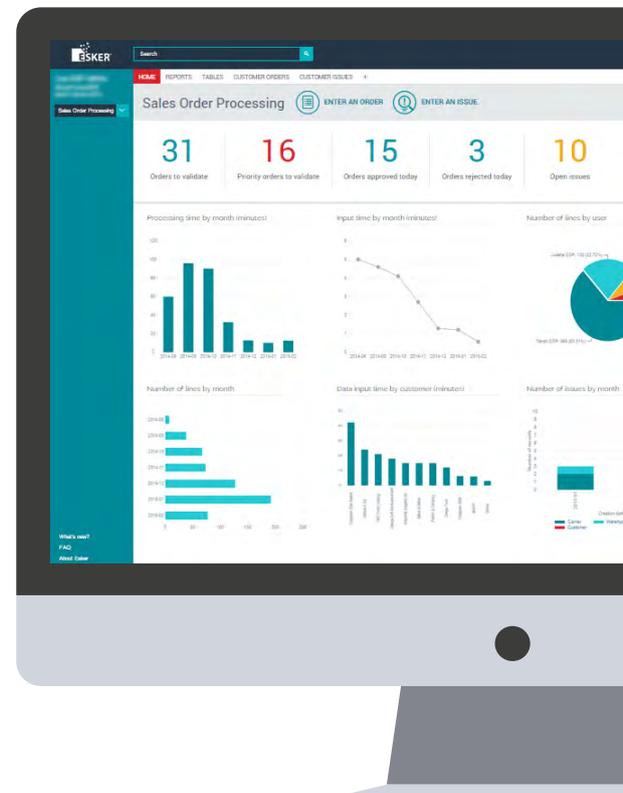
### BACKGROUND

Aguas Danone, one of the world's leading bottled water companies, receives 60% of its customer orders via EDI, while the remaining 40% are received via fax or email and must be manually entered into the company's SAP® ERP system. This manual processing accounted for 80% of the customer service departments' workload and was often a source of errors due to the complexity of customer service in the consumer goods sector.

### THE SOLUTION

Aguas Danone implemented Esker's cloud-based Order Processing solution to automate the processing of 1,500 orders monthly.

One of the key solution features for Aguas Danone is the converting of the product units ordered by the customer compared to the quantities (e.g., units, pallets, crates, etc.) sold. Previously, this process was done manually with a printed Excel sheet and a calculator. Thanks to Esker, everything can now be done directly in Esker's portal using pre-established rules. If a retailer orders crates of bottles, the solution will automatically calculate the corresponding quantity in terms of pallets in order to optimise space in the truck and generally improve logistics.



*"Automating orders has helped us in three key areas: faster order processing times, greater efficiency in document filing, and the ability to adapt business models without increasing costs."*

Victor Giné | Customer Service Manager | Aguas Danone S.A.

## BENEFITS

Automated order processing with Esker has allowed Aguas Danone to grow sustainably, without increasing costs.

### Key benefits achieved include:



Faster order processing times: 71% of orders are processed in less than one minute and 47% in less than 30 seconds.



Improved document traceability and archiving.



Greater efficiency in document filing and control.



Visibility and collaboration between order-to-deliver (OTD) teams, to facilitate the building of relevant action plans.

Esker's collaborative dashboards deliver Key Performance Indicators (KPIs) for tracking and improving performance. Aguas Danone measures the number of orders processed, the time it takes to process them, and the number of changes per order — all of which help determine process improvement margins.



*"The KPIs provided in Esker's dashboards help us to allocate the resources we need by zone or area. Additionally, they allow us to detect possible customer communication problems and resolve them together, encouraging collaboration between our CSRs and our customers."*

Víctor Giné | Customer Service Manager | Aguas Danone S.A.

*"KPIs are shared with the entire OTD team. I firmly believe that information-sharing is essential and helps to foster interest, competition and clarifies objectives."*

Víctor Giné | Customer Service Manager | Aguas Danone S.A.

### ABOUT AGUAS DANONE

Aguas Danone S.A. is part of the Danone Group, with operations in more than 120 countries on five continents. For over 60 years, it has been the market leader and expert in the natural mineral water sector with a mission to promote the consumption of healthy beverages in Spain. In addition to its flagship brands Font Vella and Aguas de Lanjarón, Aguas Danone offers a healthy beverage category called Aquadrinks and other carbonated and premium varieties.

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