



FRIT RAVICH

SPEEDING UP ORDER PROCESSING AND IMPROVING CUSTOMER SERVICE THANKS TO ESKER

BACKGROUND

Frit Ravich is a Spanish family business that specialises in the production and distribution of chips, snacks and dried fruit for the food, hospitality and impulse-buy markets. The company has always prioritised customer service — one of the main reasons it was looking to adopt technology that would further improve its offerings.

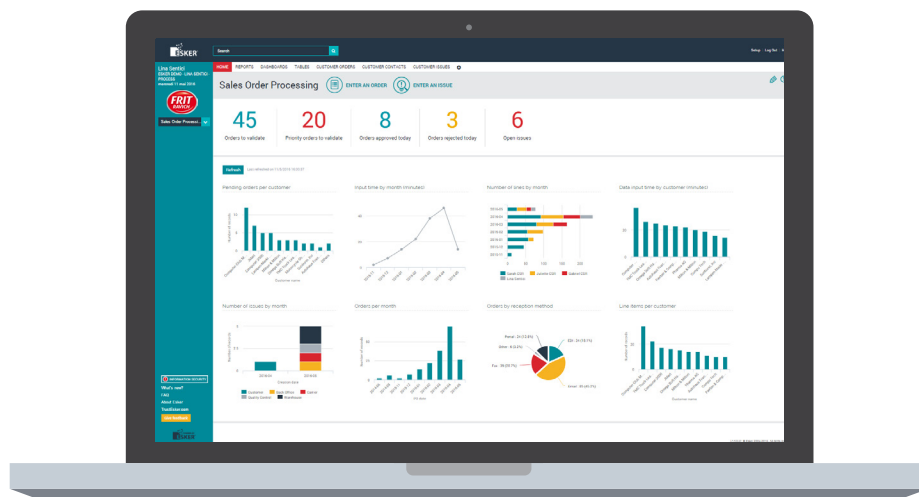
Frit Ravich receives more than 130,000 monthly orders, 88 percent of which come directly from its sales force and 12 percent from its customers. Its previous order management process was very time-consuming and error-prone due to high volumes, multiple reception formats (13 total) and complex documents (e.g., references, units of measure, addresses, etc.). Eight of Frit Ravich's 16 Customer Service Representatives (CSRs) focused solely on manually correcting data before inputting the order into its SAP® system. Each order required an average of two manual changes, resulting in an average of three minutes before system integration.

SOLUTION

Frit Ravich decided to streamline its customer service operations by using Esker's Order Processing solution, and, within a few weeks, the company was already electronically processing 2,600 monthly orders from multiple incoming channels.

Thanks to Esker, orders are organised by cut-off times so that the CSR teams can see orders that need to be processed at any time. The orders are then divided according to customer type. CSRs can view a variety of indicators and reports on the dashboards — the time it takes to process an order, the number of archived orders, pending orders, etc. — giving them detailed, real-time visibility over the department to identify priority areas for improvement.

Thanks to its recognition technology and machine learning capabilities, Esker's solution saves the specifics of the first order placed by each customer (e.g., format, units of measurement, addresses, etc.), which improves accuracy and considerably accelerates the processing of future orders.



*"Shortly after solution implementation, Esker was already **automating more than half** our orders received by email and has allowed us to **free-up time** for two CSRs."*

Cristina Campeny | Head of Sales and Customer Service

BENEFITS

Esker has enabled Frit Ravich to reduce its response times and improve its customer service. Today, out of the 2,600 monthly orders processed, 44 percent (roughly 1,150 orders) are processed without any manual intervention, and of the remaining orders, 75 percent (roughly 1,100 orders) require only one modification.

Additional benefits include:



Improved efficiency: orders organised by deadlines and customer type



Seamless integration with SAP



Reduced order processing time and improved order entry accuracy



Increased customer adoption rates of Esker-readable order formats



Reduced data entry errors



Freed-up time for CSR teams to spend on higher-value tasks



“Our CSRs are now more efficient which enables them to spend more time on tasks of higher-value for both our customers and company.”

Cristina Campeny | Head of Sales and Customer Service

ABOUT FRIT RAVICH

Frit Ravich is a Spanish family business, founded in 1963, that produces and distributes snacks, candy and other products. Frit Ravich manages around 2,600 items, including over 575 lines of chips, snacks, dried fruit and nuts, amounting to an output of 72,100 kilos per day and over 18 million kilos per year. In addition to its own products, Frit Ravich distributes around 2,000 product lines for the catering trade and impulse-buy market: sweets, chewing gum, chocolate, snacks, juices, etc.

The company had over 214 million euros in sales revenue in 2016 and employs more than 1,000 people. Established in Spain, the company opened its first subsidiary in France in 2015 and exports to many countries including China, Equatorial Guinea, Sweden, Algeria, Malta and Costa Rica.

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