



## AMEROCK HARDWARE

CUTTING ORDER PROCESSING TIME IN HALF  
WITH AN AUTOMATED SOLUTION

### BACKGROUND

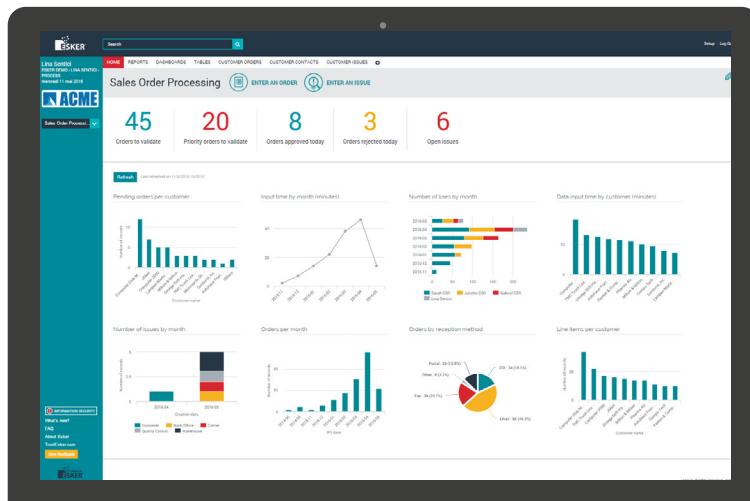
As a supplier of decorative and functional hardware solutions, Amerock Hardware is no stranger to designing products that fit customer needs and styles. But this time around, it was Amerock searching for a product that would complement and enhance its existing order management operations.

Receiving about 15,000 customer orders monthly, Amerock was faced with manually processing roughly 6,000 of those in its SAP® system — a significant drain on employee time. Staff were spending 70-75 per cent of their day on data entry, leaving employees hard-pressed to focus on engaging with customers and increasing revenue. With that realisation, Amerock's search for an intuitive order management solution that integrated with its existing SAP system began.

### SOLUTION

Amerock selected Esker's Order Processing solution due to its cloud-based technology featuring machine learning capabilities and analytics tools. Orders are tracked throughout the process, automatically archived and easily accessible to employees on the Esker platform, giving Amerock peace of mind that documents won't go missing. The solution has enabled the company to shift its customer service department from a transactional role to a relational one.

"We've been thrilled with the results that Esker has delivered," said Kathy Wigginton, Director of Customer Service at Amerock Hardware. "Instead of focusing on data entry, our staff is able to work on tasks like proactive outbound calling to ensure a positive customer experience and increase revenue."



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Kathy Wigginton | Director of Customer Service

## BENEFITS

Since implementing Esker's Order Processing automation solution, Amerock has experienced a number of remarkable benefits, which include:



**Reduced order processing time** from 9 minutes to less than 2.5 minutes



**Improved the customer experience**, as staff are more available to answer customer calls and enquiries



**Headcount stability** even after losing 3 staff members due to natural attrition



**Heightened visibility** with customisable dashboards that display how many orders are coming in, their formats, etc.



**Increased staff productivity**; more time to spend on value-added activities



*"We are even considering **expanding our use** of the order processing solution, as well as branching out to other departments like **purchasing** and **accounts receivable**."*

Kathy Wigginton | Director of Customer Service

## ABOUT AMEROCK HARDWARE

Since 1929, Amerock Hardware has set out to offer decorative hardware solutions that inspire, coordinate and help express personal style throughout the home. Today, Amerock is a part of The Piedmont Hardware Group and is headquartered in Huntersville, North Carolina. Its brand focus is to continue to offer outstanding quality, exceptional customer service and innovative design solutions. Amerock offers a complete line of decorative and functional cabinet hardware, bath hardware, hook and rail, and wall plates.

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