

OVERVIEW

SALES ORDER PROCESS AUTOMATION

Customer service and sales efficiency are paramount to any business striving for growth, and capturing customer orders is vital to that department's productivity.

Manual sales order processing can create bottlenecks that result in stagnated growth and bottom lines that disappoint. From general human error to delayed communication, data entry mistakes, and backtracking to fix those mistakes, traditional sales order processes will not suffice in the digital transformation age. This is where intelligent automation comes in.

Research has found that sales order automation saves businesses between \$5 and \$15 per sales order, and it reduces sales order cycle times by more than 46 percent. Sales automation can be the pivot point for your organization to drive more sales without requiring more labor or burdening your team.

ALL STAR
SOFTWARE SYSTEMS



Discover what it's like to unleash the power of your customer service, operations and sales staff – unburdened by menial tasks that take them away from cultivating new customer relationships. With sales order automation, you'll realize new levels of sales productivity and healthier bottom lines.



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WHAT IS SALES ORDER PROCESS AUTOMATION?

Sales order automation is software that automates the capture of orders, extraction of data, validation of data like part numbers and terms, and routing orders to streamline labor that was once manual. Using artificial intelligence (AI), machine learning, and a business rules engine, processing sales orders becomes a nearly touchless experience for your customer service and sales employees while the system “learns” how to eliminate simple decision-based tasks. Ultimately, sales order automation enables your sales staff to do what they’re good at: nurture customer relationships, build new ones, actively listen and communicate, strategically prospect, and ease the burden on your customer service team from manual repetitive tasks.

HOW DOES SALES ORDER PROCESS AUTOMATION WORK?

The software handles all aspects of your sales order process, including:

- Capturing orders from any source (fax, paper, email, portal, EDI, XML)
- Data entry into your order processing system
- Linking to customer, sub-customer and order level validations
- Processing from receipt of order through approval of exceptions
- Handling rush and special orders
- Automating customer communications about receipts and progress
- Audits of any order received

With automatic checks and validations against data in your line of business systems, exceptions will be routed for human intervention. The solution enables you to simplify and accelerate order entry and to identify exceptions and escalate them as needed.

In an example scenario, your customer sends an email notification related to a purchase order they are sending you. The automation software extracts data from that email and uses it to navigate, find, and download the purchase order and related documents from the customer’s portal. Using AI and machine learning, the software pulls header and line item data to eliminate data entry. It applies validation rules like low data extraction confidence, invalid terms, invalid part number, and invalid unit price – thus guaranteeing only clean and accurate data enters your order processing system. At that point, business rules take over and send the validation errors to users for review and problem-solving. While most orders may be received as an email attachment, this example shows how even the most manual of processes can be automated.



WHY USE SALES PROCESS AUTOMATION?

There are enormous time-saving and cost-savings benefits to sales order automation. With the software, you get:

- Capture orders into your system sooner and faster, thus realizing revenue sooner.
- Complete, real-time information about order statuses at every point in the order lifecycle.
- Tight integration with your line of business application, so users don't have to toggle between your order processing system and the order capture process.
- Assurances that the sales order data is in your ERP system to facilitate quick invoicing and shipping.

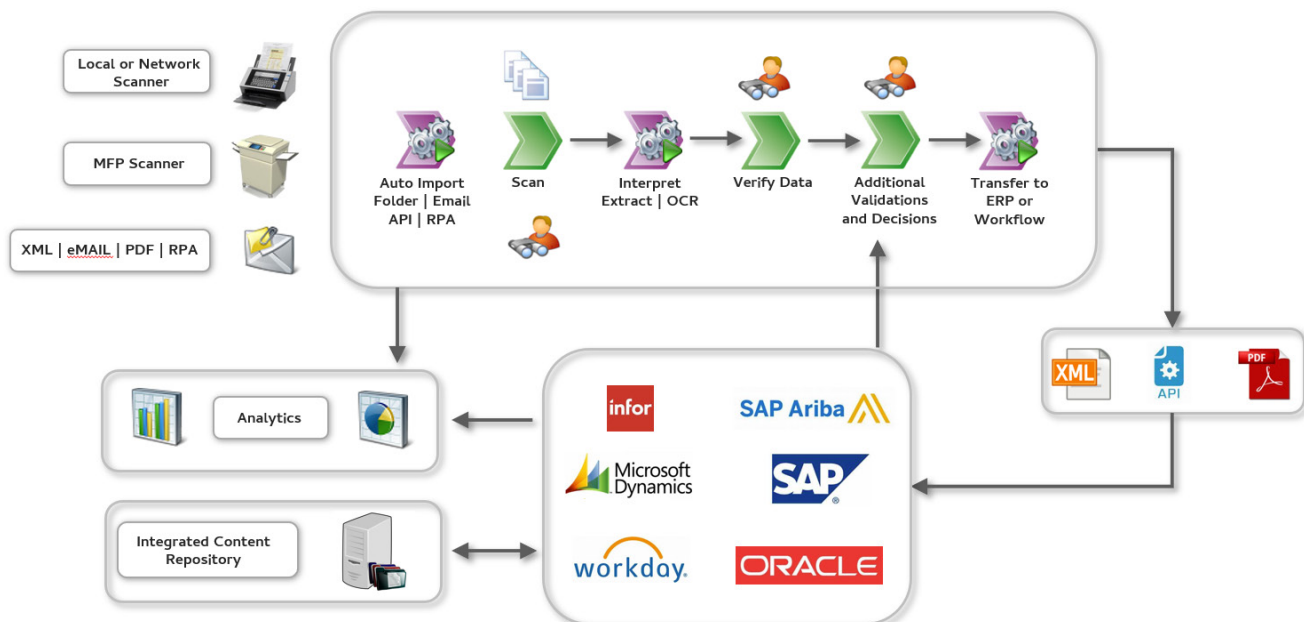
With sales order process automation, you'll benefit from:

CREATING MORE EFFICIENCIES

Through automated data entry and approval routing, your team will speed up sales order processing. The software immediately captures all incoming order documents and extracts order information to store it, post it to the ERP, and route it to appropriate staff.

IMPROVING CUSTOMER SERVICE

When your sales process is more efficient, your customers are happier. During the sales cycle, the staff has quick access to stored documents to better attend to customer needs. With instant access to information, employees are empowered to deliver better customer service.



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REDUCING COST

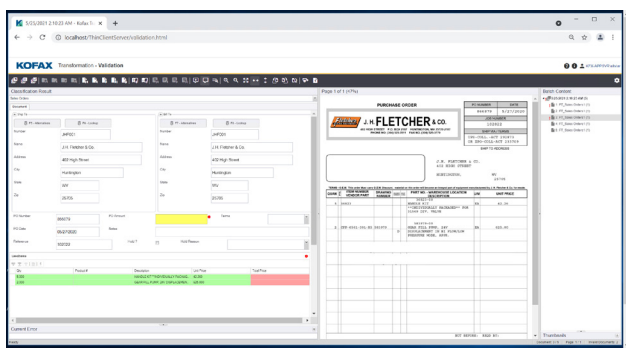
The APQC's research found that 90 percent of organizations say increased process automation and integration is very or extremely effective in driving the business's success. Sales order automation reduces the cost of certain processes – such as fulfilling an order – by removing human involvement.

ELIMINATING RISK

With a system automatically extracting sales order data from all types of orders, your data won't be lost, and you'll eliminate a minimum of 70 percent of your manual data entry and validations.

USE SALES ORDER PROCESS AUTOMATION TO STRENGTHEN SALES ACROSS THE BOARD

Discover what it's like to unleash the power of your sales staff – unburdened by menial tasks that take them away from cultivating new customer relationships. With sales order automation, you'll realize new levels of sales productivity and healthier bottom lines. Contact All Star Software to explore how to grow your business with this technology today. Our experts are ready to speak with you.



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