

# AUTOMATED ORDERING PROCESSES | SUCCESS CASE





## THE CUSTOMER.

Internationally leading producer of soft drinks with a distribution network in 200 countries



## THE TASK.

### Automation of the B2B order process:

Extraction of order data from different sources (fax, e-mail) and in different formats (Chain-store's order form, wholesale dealer's Excel form, small store owner's free form)



## THE GOAL.

- Optimization of the order process
- Accelerated order processing
- Lower AHT (average handling time)
- Avoid manual entries in the ordering system



### Mainly manual processing:

Retailers sometimes use their own order forms or order "informally" by an e-mail with a scanned list. The incoming information variation of forms in wide variety of document types so an automated ording system could not be found so far.



## *The Challenges.*

- WHO? Identifying the business partner
- WHAT? Reading/extracting product order details and order volumes
- Everybody is different: highly heterogeneous document formats and types
- Quality based processing: (SAP Integration, minimized error rates, post-processing)



## THE SOLUTION.

AI PLATFORM with contentual, structural and format specific annotation

- **Content Annotation** – information is recognized in the context of the order
- **Structural annotation** – information is identified by position-related characteristics
- **Different formats** (for dates, amounts, product and customer numbers)
- **Whitelist procedure** (with those customers who are always “easy” to read out)
- **Dynamic examination procedure** (employees train AI by “doing”)
- **Logical check and transfer to SAP**



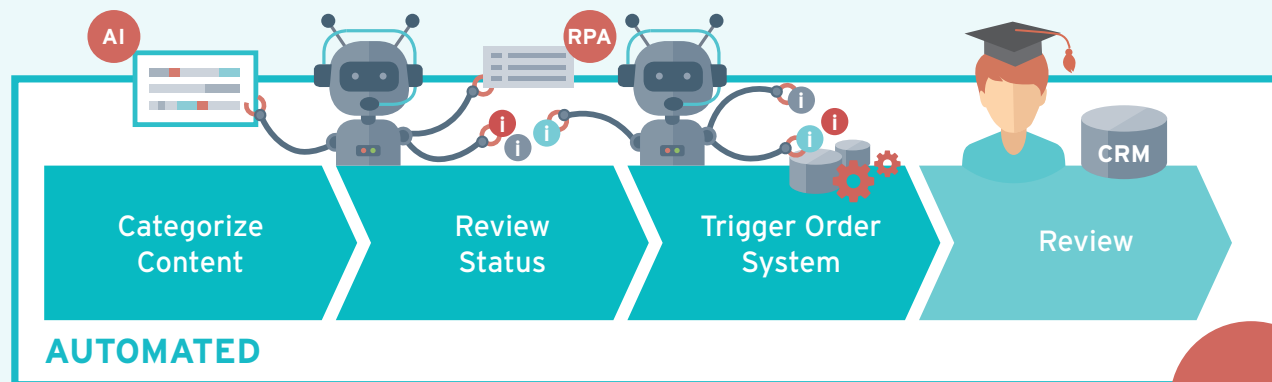
## THE PROCEDURE.

- Creation of quantity frameworks and business cases
- Definition of 3 categories (official form, customer-specific, handwritten)
- Implementation and evaluation in the course of a PoC



## THE RESULTS.

- Processes are getting supported automatically in the **most efficient way possible**
- Up to **95 % of typewritten orders are being processed automatically**
- Up to **70 % in costs savings due to the automated extraction of related order data**
- Up to **20% automation for handwritten orders and 100% automation of the process after the manual review**
- **Successful preparation of dynamic order forms** for manual post-processing



**Mostly automated processing:**  
regardless of the category, all processes are as much as possible automatically transferred to the ordering system or transferred to the post-processing “prepared”.

