CASE STUDY

Croxley Stationery

Business process automation has enabled this New Zealand manufacturing and wholesaler to reach a new level of efficiency.

Background

Croxley Stationery Ltd is New Zealand's largest manufacturer of stationery products, and also distributes a wide range of quality office products to resellers and retailers nationwide.

Challenges

Croxley's largest customers send them consolidated purchase orders as PDF attachments to emails. These orders are often multi-page, with as many as 350 individual line items.
Each line item contains several pieces of information, such as SKU number and quantity.
These orders we manually keyed into Croxley's ERP System; a process that took a considerable amount of time and errors could be hard to spot.

Solution

The Ricoh Consulting Services team configured business process automation software to the clients requirements.

This software:

- Monitors for incoming orders 24/7
- 'Reads' the order PDF and extracts the relevant information - ie; delivery address, SKU number, quantity, unit cost, total cost etc.
- Carries out validation checks, such as whether the quality, unit cost and total cost of line items match.
- Presents the information to Croxley's Customer Services Team for validation before the order is passed through to the warehouse team for picking.
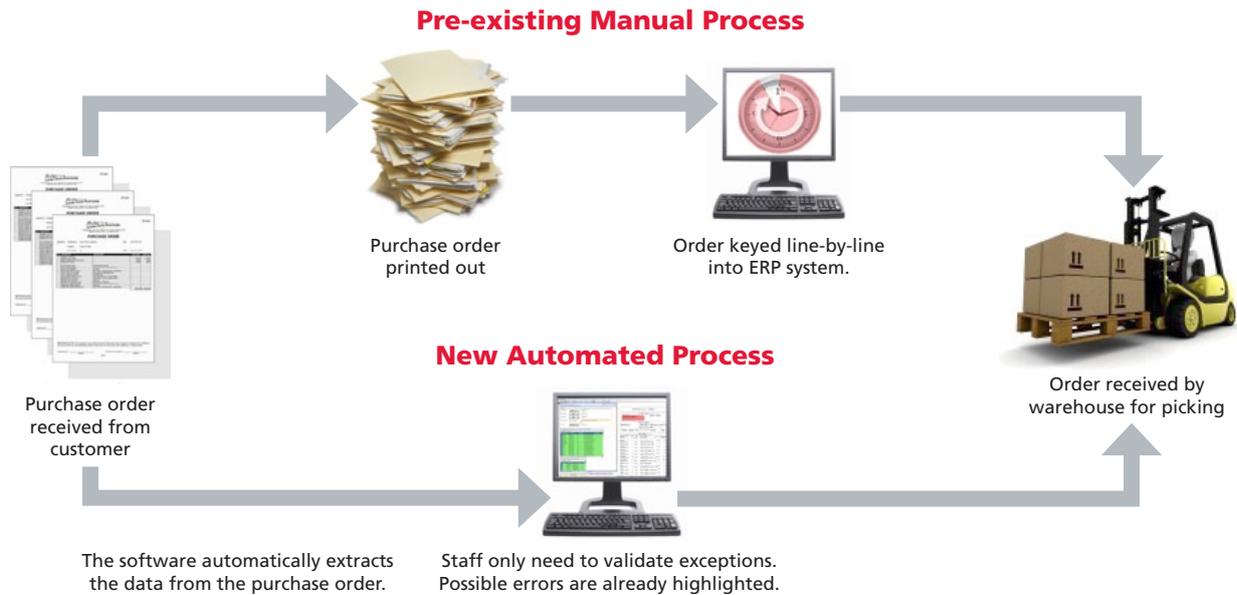
So staff are checking data, rather than entering it.

"Orders which previously took up to 3 hours to process are now completed in 4 to 5 minutes."

Kelly Beedie. Customer Services Manager.

Workflow

A Smoother Running System

Pre-existing Manual Process

Purchase order
printed out

Order keyed line-by-line
into ERP system.

Purchase order
received from
customer

New Automated Process

Order received by
warehouse for picking

The software automatically extracts
the data from the purchase order.

Staff only need to validate exceptions.
Possible errors are already highlighted.

Benefits

Efficiency
- Staff are now processing orders with one key press rather than keying in every item.
- Business rules are consistently applied to orders, no matter how complex.
- Business peaks can be handled more easily; during one peak period, Croxley were able to process 30,000 order lines in just eight hours.

Customer Service
- Faster processing means customers recieve their goods sooner.
- Reduced chance of error with orders.

Future Proof
As Jonathan Gabriel, CFO of Croxley says, "We are now looking at extensions of the system to further automate other tasks".

Our Approach

Before recommending a solution, the Ricoh Consulting Services team gained an in-depth understanding of Croxley's processes and challenges.

Ricoh customised the solution, and trained Croxley Staff to ensure a smooth transition.

"Under the Ricoh consultant's guidence and expert management, this project has run in a seamless manner" explained Jonathan.

Project Summary

Client:	Croxley Stationery Limited.
Based:	Auckland
Sector:	Manufacturing/Wholesaling.
Needs:	Automation of data entry and validation.
Solution:	Customised business process automation software. Ricoh Consulting Services

To discuss your needs with Ricoh Consulting Services,
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