



GE Healthcare

GE HEALTHCARE

AUTOMATING ORDER ENTRY TO ACHIEVE TANGIBLE BUSINESS BENEFITS

BACKGROUND

GE Healthcare's Medical Diagnostics department processes approximately 220,000 sales orders per year across 15 EMEA countries. Seeking a solution to improve its order entry operation, enhance its customer service functions and integrate with the current SAP® harmonisation programme, GE Healthcare selected Esker to automate its order processing operations.

Due to the nature of GE Healthcare's products, order entry is a critical operation within the business. Products containing radioactive material have a limited shelf life; therefore, an effective and error-free procedure is vital to maximising business efficiencies and customer satisfaction.

GE Healthcare hoped to achieve a range of financial benefits by identifying critical business requirements, such as:

- Improved ability to track sales orders from receipt to SAP system entry
- Reduce the number of manual touch points, key stroke errors and order entry time
- Increase customer service productivity, including value-added activities and improved customer satisfaction
- Reduce customer queries, disputes and the need for credit notes
- Reporting and analysis capabilities

THE SOLUTION

Esker's on-premises Order Processing solution automates every phase of GE Healthcare's order entry process — from the receipt of a customer document to the creation of a corresponding sales order into SAP. With the ability to handle any type of incoming order format, Esker makes every order electronic and instantly accessible.

Thanks to Esker, GE Healthcare has been able to better manage critical inefficiencies, such as limited process visibility, high cost per order and expensive errors. And, because the Esker solution interfaces with SAP, there was no problem with integrating into GE Healthcare's SAP harmonisation programme. Additionally, Esker's solution allowed GE Healthcare to achieve its overall goal of streamlining order processing across 15 EMEA countries.

"We needed a solution to streamline the way we process customer orders across EMEA countries. Thirty-four percent of our fax and email orders are now processed via Esker and we are confident this percentage will significantly increase — enabling us to further improve customer service productivity and overall customer satisfaction."

Peter Langworthy | Head of Customer Services Europe | GE Healthcare

"The dream for the future is complete electronic processing. We are currently working towards this by significantly reducing our existing touch points, such as staff members handling paper orders multiple times, as well as manually archiving orders. This gives us the ability to focus on enhancing customer relationships, as well as increasing order processing speed and minimising the scope for errors."

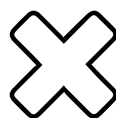
Peter Langworthy | Head of Customer Services Europe | GE Healthcare

BENEFITS

With Esker, GE Healthcare benefits from one integrated solution for all EMEA offices using SAP, and is now enjoying tangible business benefits, including:



Faster order entry time due to fewer touch points



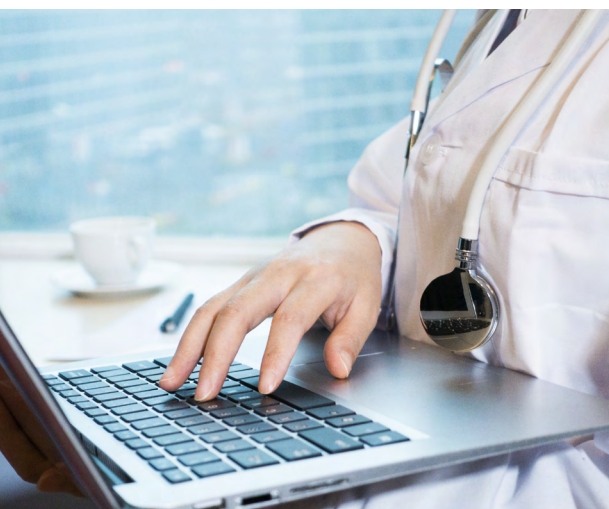
Reduced order entry errors



Enhanced visibility, tracking and retrieval of archived orders



Improved customer satisfaction, fewer complaints, payment disputes and costs associated with customer queries and credit notes



"A specific feature that has been well received by our customer service team is the ability to quickly and effortlessly retrieve archived sales orders. This not only saves time, but it also provides a higher level of service to our customers by being more flexible and responsive"

Peter Langworthy | Head of Customer Services Europe | GE Healthcare

ABOUT GE HEALTHCARE

GE Healthcare provides transformational medical technologies and services, shaping a new age of patient care. They are committed to serving healthcare professionals and their patients in more than 100 countries. Expertise in areas such as medical imaging and information technologies, medical diagnostics, and patient monitoring systems helps their customers deliver better care to more people around the world — at a lower cost. GE Healthcare has a long history of working closely with healthcare professionals in the Department of Health, NHS and private sector to develop and implement better patient management, using improved diagnosis and monitoring.

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