



RG GROUP

GROWING THROUGH M&AS WITHOUT ADDITIONAL HEADCOUNT THANKS TO ORDER MANAGEMENT AUTOMATION

BACKGROUND

RG Group is a leader in the supply and manufacturing of custom motion control products and fluid handling solutions. The company leverages mergers and acquisitions (M&As) to a large degree in its growth strategy and has recently experienced rapid expansion due to M&A activity. With huge spikes in order volumes post-acquisition and an ever-evolving mix of products and brands being absorbed, RG Group's existing order management solution wasn't able to handle the variety of orders it was receiving.

When RG Group began looking for a new order automation solution, it knew it needed a provider that was able to handle its rapid growth and unique business needs. "We realised, as we were scaling up, that our previous solution provider just wasn't the right fit for us given the mix of customers and types of orders we get," said Tracy Buhrman, Director of Customer Experience. "What we really wanted was a broad, scalable solution that didn't have a huge learning curve."

SOLUTION

After considering a handful of alternative solutions, it was obvious to RG Group that Esker's Order Management solution was the best fit to bring more accuracy and efficiency to its sales order process. The solution used prior to Esker was only able to automate 22-27% of order lines — the rest needing to be entered manually which caused customer response times to be upwards of 24 hours at times. RG Group's goal was to automate 80% of order lines in some way (through Esker, EDI and importing from its website). The company is now exceeding that goal while drastically speeding up order processing time and freeing up staff for more value-added activities.

As RG Group continues to grow and expand through M&As, Esker's Order Management solution allows it to seamlessly handle high influxes of invoices without missing a beat or adding headcount.



*"Esker's Agile approach to solution **delivery was fantastic**. The whole process was so **collaborative** and kept us honed in on what we actually needed out of a solution — there were no surprises. It was clear that Esker had the flexibility, bandwidth and experience to **take us to the next level**."*

Tracy Buhrman | Director of Customer Experience

BENEFITS

Since implementing Esker's Order Management solution, RG Group has seen a number of significant benefits internally and externally, including:



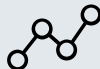
Maintained headcount even when handling high volumes of invoices after acquisitions



Better staff productivity, enabling more time to spend on customer-facing activities



Improved customer experience due to faster order entry



Increased scalability to keep up with M&As



Increased number of orders processed automatically to 80%



Reduced errors by eliminating manual data entry with large amounts of line items

IMPACT BEYOND ORDER PROCESSING

Esker's impact within RG Group has also fit into the company's broader customer experience goals and strategy. For example, instead of being structured where everyone on the team is involved in the processing of orders, Esker has allowed RG Group's team to become more specialised and, in turn, responsive to customers. The project's success has also opened the doors for other departments to explore the possibility of automation.

"The benefit of automation spans beyond response time to customers and work cells," said Buhrman. "Esker's made us a healthier, more efficient organisation and has forced us to clean up inefficiencies since we've integrated — it's been wonderful."



*"Esker, to me, is **bigger than automation** and everything you see on the outside. I think it's changed us inside as well. They've made us think about things differently and have **helped us evolve** as an organisation more than we can articulate."*

Tracy Buhrman | Director of Customer Experience

ABOUT RG GROUP

RG Group, a group of distribution and manufacturing companies has been providing trusted expertise in the design and delivery of innovative motion control and fluid handling products and solutions for over 60 years. RG Group operates under a very simple core concept: "We Keep Business in Motion". The company goal is to provide its customers with a sustainable competitive advantage through the creative application of technology in the automation, hydraulic, pneumatic, electromechanical and process markets.

RG Group's headquarters is located in York, PA, with stores, branches and distribution service areas on the East Coast including PA, NY, NJ, DE, MD, WV, VA, ME, VT, NH, MA, OH, RI and CT.

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