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## Hight benefit - hight service level

### Using a document management system



*„Information is on screen at the touch of a button. The benefits of ELO for our customers are huge.”*

From the right:  
Daniel Zimmermann,  
Controlling/Project Manager Mink KG and  
Andreas Lindauer,  
Sales Manager Mink KG

Thanks to ELO, Mink is one of the first companies in Germany to send invoices via fax or email on a fully automatic basis, using the legally required qualified electronic signature. 90,000 subscriptions have been scanned into ELO, and delivery notes, orders etc. have been taken over from the ERP system FORMAT (e-bootis) into ELO. The staff now have instant access to customer information at the touch of a button.

„All the forces in the world are not so powerful as an idea whose time has come.“ This quote from Victor Hugo is the motto of August Mink KG. Mink Brushes has a 160-year company history marked by tradition in conjunction with an apparently inexhaustible power of innovation. Mink Brushes not only produces more than six million technical brushes per year; the company also regards itself as a service provider focusing on its customers' absolute satisfaction.

# Solution

an additional benefit



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## Information - just in time

### Overview

Country: Germany  
Industry: Industrial production

### Company

August Mink KG manufactures over 6 million technical brushes per year. The company has over 15,000 customers around the world, and generates over 30 million euro in turnover every year.

### Challenge

Fast access to orders from several years ago. All customer information in one go. Non-paper invoice dispatch. No more paper archive.

### Solution

Scanning of 90,000 technical drawings. Transfer of all delivery notes, orders, etc. from the ERP system (FORMAT from e-bootis) to the **ELO** archive. Invoice dispatch via email and fax. Staff find all documents at the touch of a button, using the order confirmation number.

### Benefits

Customer and staff satisfaction - information on the spot. Up-to-date: customers can call up the current status of their order at any time (link to UPS). Huge reduction of enquiries due to online call-up of dispatch status.

### Customer satisfaction thanks to fast information

So the idea behind introducing a document management system (DMS) was mainly to enhance customer satisfaction, resulting in lightening the workload for the company's staff. If a customer can call and get instant information about an order placed several years ago, the rest of the call automatically takes place on a very pleasant and professional basis. And now this is an everyday scenario in Mink's service department, thanks to the **ELO DMS**. The staff use the order confirmation numbers as search criteria, and the order is immediately available on screen. Another goal for introducing the DMS was to save double workloads, which automatically arose when customers placed follow-up orders after a long period. Due to the wide range of standard brushes and the individual manufacture on the basis of customer designs, staff had to locate, copy and re-file the technical drawings every time. Now, these steps are a thing of the past.

### Full staff acceptance for the system

Daniel Zimmermann is a senior manager at Mink, responsible for introducing the DMS across the company. **ELOprofessional** won him over very quickly, with its high performance. The other systems he looked at were not suitable for medium-sized companies, says Daniel Zimmermann. It was **ELOprofessional's** user-friendly design that tipped the scales in its favour. 80 workplaces were equipped with **ELO**. „There's nobody in the company who can't work with the system now," comments Daniel Zimmermann, „and nobody wants to go back to paper! The system has been fully accepted."



## 90,000 scanned drawings

The pilot project started in October 2003, scanning in the entire 90,000 technical drawings and archiving them in the DMS. The key requirement at this point was to have to enter as little information as possible. The customer and item numbers sufficed, and all the other data was put into an Excel sheet at a later point, so that these two attributes were enough to ensure clear identification. Shortly afterwards, all delivery notes, orders, etc. were taken over from the ERP system (FORMAT from e-bootis) and migrated into the archive via the COLD interface.

## Savings and positive customer reactions

In April 2004, the focus was on invoice dispatch via fax or email. As all invoices were already automatically archived from the ERP system FORMAT in ELO after issue, the company wanted to build up an automatic dispatch system. They wanted to send their 150-200 invoices per day out by email rather than by post. That made jobs such as printing out, enveloping, franking, etc. obsolete, saving on administration tasks, postage costs and paper. And the senior management also anticipated improved customer service. The resulting positive reaction to this change surprised even such an innovative company as Mink Brushes. Mink was one of the first companies in Germany to send out invoices on a fully automatic basis by fax or email, already using the legally required qualified electronic signature! Only 6 % of all its customers do not use this service.

*„ELO and the ELO Business Partner were even interested in individual areas of our company, to make sure everything was depicted correctly. Then they provided proposals and we decided together how to continue. It was a good offer, combined with reliability and perfect project planning. Everything went according to plan. We wanted to introduce the system very quickly, and we did.“*

Daniel Zimmermann,  
Controlling/ Project Manager, Mink KG



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## Customer cash in on full extent

### The benefits

The benefits of introducing *ELOprofessional* are perfectly clear:

Mink Brushes has added advantages through:

- Customer and staff satisfaction
- Information on the spot
- Up-to-date information - customers can call up the current status of their order and dispatch at any time (link to UPS)
- Huge reduction in enquiries through online call-up of dispatch status
- Savings potential, but not at the staff's cost: the employee who previously took care of manual filing now deals with the entire *ELO* archiving process

### Customer service at the touch of a button

„We can only advise any sales-oriented company to archive by customer and order structure. The advantage for us: if a customer wants to re-order from us two years later, our employee has the complete order process on screen in a matter of seconds - from the enquiry to the quote, the order, the delivery note to the invoice. That really impresses our customers. Before, customers called us and wanted to order the same thing as two years ago. Then our employee had to arrange to call them back, look in the files and copy everything. That was very time and cost-intensive,“ says Daniel Zimmermann.

### Prospects

Mink Brushes has no manual filing system any more, neither in Purchasing nor in Sales. Although the volume of incoming paper documents has not been reduced, using *ELOprofessional* means it doesn't have to be archived in huge paper archives. „Everything's running perfectly“ Daniel Zimmermann sums up. All processes have been optimised in the administration department - apart from HR and Accounts. And all the leasing documents are already in the archive. In the production department, it is conceivable that the instructions for machine adjustments and operating instructions could also be archived.