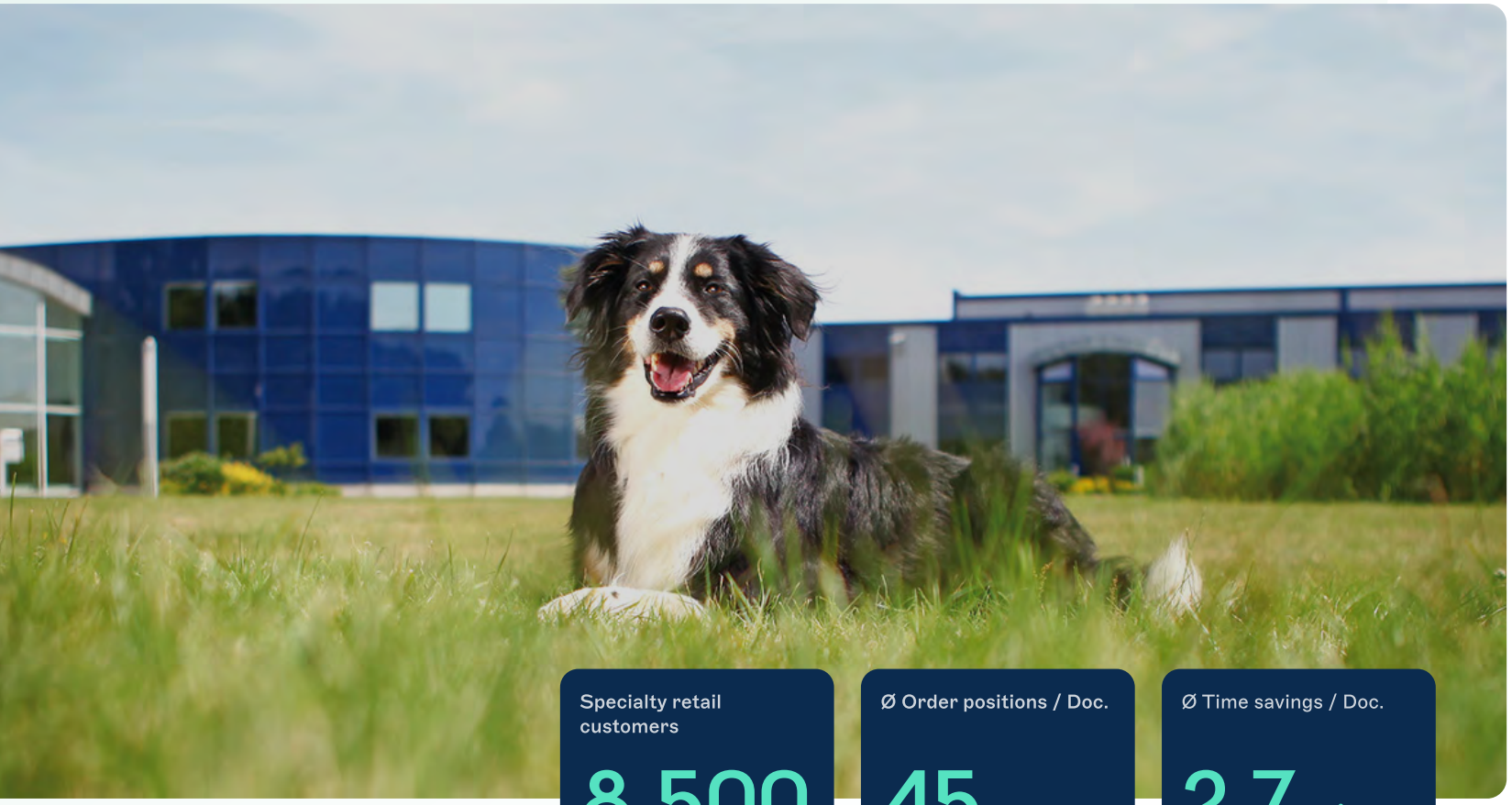
How TRIXIE masters order entry for over 8,500 specialty retail customers



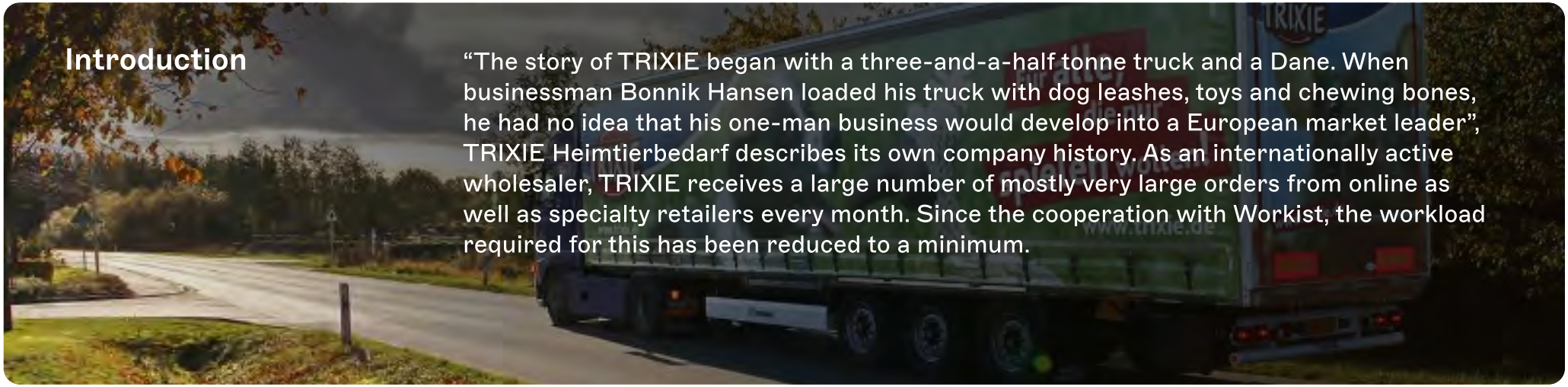
Specialty retail customers	Ø Order positions / Doc.	Ø Time savings / Doc.
8.500	45	2.7 min

Product
Pet Supplies

Sector
Wholesale,
Pet Supplies

About TRIXIE

TRIXIE Heimtierbedarf is a wholesaler of pet supplies based in Tarp, Germany. In 2023, the company employs more than 600 people and, with an extensive range of over 6,500 products, offers everything pet lovers need to provide a happy and healthy home for their furry, feathered or scaly friends.



Introduction

“The story of TRIXIE began with a three-and-a-half tonne truck and a Dane. When businessman Bonnik Hansen loaded his truck with dog leashes, toys and chewing bones, he had no idea that his one-man business would develop into a European market leader”, TRIXIE Heimtierbedarf describes its own company history. As an internationally active wholesaler, TRIXIE receives a large number of mostly very large orders from online as well as specialty retailers every month. Since the cooperation with Workist, the workload required for this has been reduced to a minimum.

The Challenge

As the European market leader for pet supplies, TRIXIE is continuously trying to make processes even more efficient and faster.

- With an average of 45 order positions per order, TRIXIE was faced with a particularly high manual effort
- TRIXIE, as an international company, must also overcome the challenges of different locations and languages
- Due to the large amount of time spent, the sales team was prevented from pursuing value-added tasks
- They were looking for an automated, scalable solution for order entry

The Solution

Because Workist was able to solve the company's unique requirements, TRIXIE decided to use the AI software for order entry.

- First, they successfully conducted a representative test with their own order documents and master data
- TRIXIE then rolled out the solution across the entire company and was thus able to greatly reduce the workload of the sales teams in Germany, France and UK Benelux.

> “I can't even imagine how we did it before!"
>
> Workist user
> (International) Sales TRIXIE

Business impact

TRIXIE was able to significantly reduce the workload of its international sales teams, saving **nearly 3 minutes** for each order from its more than 8,500 retail customers

This reclaimed time will allow the company to focus more strongly on value-adding tasks again

This allows the sales department to continuously provide best-in-class customer service while investing more time in consulting activities and proactive acquisition of new customers.

The process optimizations made it possible to achieve shorter response cycles in order entry and eliminate error-proneness without customers having to change their ordering behavior.

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