

CASE STUDY

Intellera and WorkflowGen: The Essence of Success for a Seasonings Company

Efficient work processes are becoming increasingly important in a competitive market, and this was top of mind for the management of Illes Seasoning and Flavors. The president of the company had just finished a phone call with the head of Sales where they discussed how the new product introduction process was having a negative impact on customer service. Over the last week he had fielded calls on the topic from the technical services director and well as the director of purchasing. They all agreed that the process was prone to error and resulted in deadlines being missed, all to the detriment of customer satisfaction and sales. It was time to find a solution.





The customer

Founded in 1927, Illes Seasonings and Flavors had been creating seasoning and flavor formulas in both dry and liquid form. They work closely with their customers to develop products that meet their unique and specific needs. Their customers come from the food and beverage industry and include restaurant chains, retailers and processors.

The challenges

While there were many opportunities to improve processes, one of the most pressing ones was the New Product Introduction process. The process of developing this new product involved multiple departments including purchasing, technical services, sales and more.

The New Product process was being managed using an Excel spreadsheet stored on a shared drive. It was prone to error and resulted in poor communication between employees. Quality assurance and delivery dates were difficult to monitor so deadlines were being missed and products and formulas were sometimes overlooked.

Sales related processes also needed attention. To get information such as the cost and feasibility of specific recipes, the sales team needed to contact multiple people within the company and follow up on a daily basis. This manual process caused delays in customer service and often resulted in lost orders and revenue.

The solution

The company quickly realized that an automated and digitized workflow system was needed to solve these challenges. After comparing several workflow systems on the market, WorkflowGen was chosen due to its ease of use and competitive pricing model. It offered easy integration with the Ross ERP software and CRM system already in place. With this decision made, Intellera's team of consultants and trainers worked with Illes Seasonings and Flavors to make sure that the implementation process was successful.

Intellera works with executives and managers to digitally transform their businesses by re-thinking how they work. Their unique approach applies to all phases of the customer's journey, including setting goals, software implementation, change management coaching and training. Intellera worked hand in hand with Illes to review their current processes, identify improvements and

define key metrics, and as a result, they were able to facilitate and accelerate the implementation of the system.

As the I.T. Executive Director, Les Howell worked closely with Intellera to ensure that the project went smoothly and according to plan. "I was impressed by their commitment to understanding how our processes worked. I knew I could count on them at every step of this project," he said. "The Intellera team ensured an efficient integration between WorkflowGen and our CRM system," he explained. The sales representatives now launch requests directly from their CRM system and all necessary steps take place in the right timeframe.

To better manage deadlines in the New Product process, Intellera leveraged WorkflowGen's service level management capabilities to make workflows and forms available to employees in a self-service mode. The secure workflow portal provided up-to-date task lists and reports.

In developing the New Product process workflow, Intellera understood the importance of a seamless integration with the Ross ERP system. The new process gathers data from the ERP to ensure that all fields and dropdown lists are validated and up to date. With this improved process in place, WorkflowGen automatically sends information back to Ross ERP to show that the new product is now available for sale.

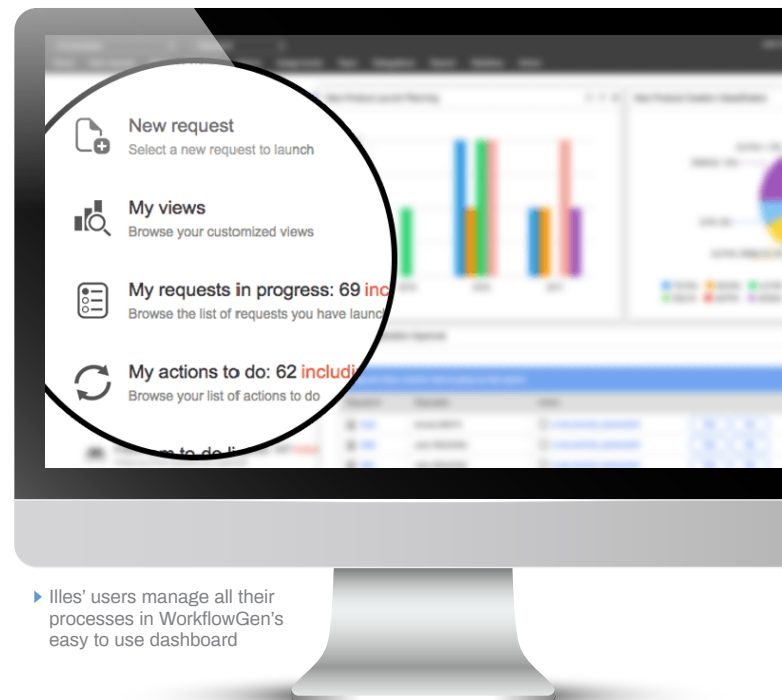
The results

The results have been impressive. Workflows and WorkflowGen are now an integral part of Illes Seasonings and Flavors daily operations. Processes that used to take weeks, now take only hours. Within the company, the more than 50 users agree that WorkflowGen is easy to use, provides a lot of value and has great statistics and actionable data. They can achieve more and communicate more effectively.

What used to take weeks, now takes hours for the whole process. It saves a lot of time and prevents mistakes. Everyone loves WorkflowGen and wants a workflow!

Les Howell,
I.T. Executive Director

Les Howell recommends WorkflowGen for any company whose process or requisition system is causing similar complications. He stated that WorkflowGen is very flexible and provides accountability. Any process that is difficult to control or manage would greatly benefit from it. As for Intellera, he has praise for the team that worked so closely with him. "They were very hands-on and approachable, acting as an extension to my own team. I knew I could count on their expertise to guide us."



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