

CASE STUDY

How Doppler Cut Order Processing Time by 70% with AI Order Hub

An industrial manufacturer replaced manual order handling with AI-powered automation - and eliminated back-office errors overnight.

COMPANY SNAPSHOT

Company	Doppler
Industry	Industrial Manufacturing
Location	Austria
Challenge	Manual order intake via email, PDF, fax
Solution	B2B Portal + AI Order Hub
ERP	Integrated via SyncSpider (400+ connectors)
Time to Live	Weeks, not months

KEY RESULTS

70%

Faster Order Processing

90%

Fewer Errors

100%

Order Automation

Manual Orders Were Costing Them Customers

Doppler is an established Austrian industrial manufacturer with a complex product catalogue and a diverse customer base across retailers, distributors, and direct B2B accounts. For years, their order intake relied on the same methods most manufacturers still use: phone calls, emails, faxes, and handwritten order forms.

Every order - regardless of how it arrived - had to be manually re-keyed into their ERP system by a back-office team member. The consequences were predictable and expensive:

- **No standard order format**

Orders arrived as free-text emails, scanned PDFs, photos of handwritten notes, Excel spreadsheets, and phone calls. Each required a different handling process.

- **Manual ERP data entry on every order**

A team member had to read each order, look up product codes, verify pricing, and type the data into the ERP. Repetitive, slow, and error-prone.

- **High error rates and costly returns**

Misread quantities, wrong product codes, missed line items. Each error triggered a return, re-shipment, or credit note - plus the cost of a frustrated customer.

- **Back-office bottleneck**

Staff who should have been managing accounts and handling exceptions spent their days on data entry. During peak periods, orders queued up and processing times stretched.

- **No self-service option for customers**

Buyers who wanted to check stock, view their prices, or place a repeat order had to call or email and wait. No visibility, no control.

The cost of doing nothing

Research shows manual B2B order processing costs £15-45 per order, compared to £1.50-4 when self-served or automated. At scale, this is a 1000% cost premium. With 1 in 10 B2B orders containing an error in 2025, and 68% of buyers saying a past order error put them off ordering that way again, the risk compounds: you lose money on the order and risk losing the customer.

AI That Reads Orders Like a Human - But Faster

Doppler deployed two B2Bware modules: the B2B Portal for self-service ordering, and the AI Order Hub for automated document-based order intake. Both connect directly to their ERP through SyncSpider's integration engine.

MODULE 1: AI ORDER HUB

From inbox to ERP - zero manual input

- **Reads any order format**

Emails, PDF attachments, photos of handwritten order sheets, Excel files. The AI handles them all without requiring the buyer to change how they order.

- **Learns from order history**

When an order is ambiguous - a customer writes 'half a dozen of the usual' - the AI checks their previous orders, calculates the most likely match, and proceeds if confidence is high enough.

- **Flags what it cannot guarantee**

If the AI cannot determine the right product or quantity with sufficient confidence, it flags the item for human review instead of guessing. Your team checks exceptions, not every order.

- **Pushes directly to ERP**

Validated orders go straight into the ERP as confirmed orders. No queue, no re-keying, no delay.

MODULE 2: B2B PORTAL

Your customers order themselves

- **Live ERP pricing per customer**

Each buyer sees their own negotiated prices, pulled in real time from the ERP. No stale price lists, no manual updates.

- **Self-service ordering 24/7**

Browse the catalogue, place orders, check order history, repeat previous orders - all without calling or emailing anyone.

- **Full product data and stock visibility**

Buyers see what is available, what is on backorder, and when it will ship. No guessing, no surprises.

ERP Integration via SyncSpider

Both modules connect to the ERP through SyncSpider's 400+ pre-built connectors. No custom middleware, no manual sync. Product data, pricing, stock levels, and orders flow in real time.

THE RESULTS

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Fewer Back-Office Errors

100%

Order Automation

BEFORE vs. AFTER

BEFORE

- Orders arrive by email, fax, phone, PDF
- Each order manually re-keyed into ERP
- Processing time measured in hours
- Error rate near 3% on every order
- CS team stuck keying orders, not helping customers
- Ambiguous orders require guesswork
- No self-service option for buyers who want it

AFTER

- AI reads and processes every format
- Orders validated and pushed to ERP automatically
- Processing in seconds, not hours
- 90% fewer errors, only exceptions flagged
- CS team resolves issues and adds value
- AI checks order history, flags low confidence
- Self-service portal available for digital buyers

See how AI Order Hub works for your business

Get in touch - we will tailor the conversation to your use case.

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