

Primavera achieves over 80% time savings in order processing with the Workist Order Agent



55%

of all orders processed
fully automatically by AI

80%

time savings for
processing orders

High

user acceptance in the
sales team



PRIMAVERA®

Industry
Health & Cosmetics

ERP System
Sage 100

About Primavera

Primavera is a German company that develops and distributes high-quality natural cosmetics as well as essential oils and aromatherapy products. The company places great importance on sustainability, organic raw materials, fair trade, and a responsible approach to people and nature.

Primavera optimizes sales operations with AI

Primavera places great importance on sustainability and well-being. Mindlessly typing incoming orders into the ERP system no longer fit the company philosophy and wasn't scalable. That's why Primavera now relies on the Workist AI agent to automate the processing of incoming orders and send order data directly from the email inbox to the Sage 100 ERP system.

After just a few months in use, Workist's Order Agent already processes more than half of all orders fully automatically, saving the sales team a significant amount of time.



“ Our goal is that when an order comes in by email, it is automatically processed by Workist, sent to Sage, an Abacus module takes over in Sage, and the order goes to logistics for picking - without sales or IT having to get involved.”

Guido Thran
Head of IT, Primavera

Orders from the email inbox fully automatically into the Sage system

Primavera pursued a clear goal in sales: moving away from mindless retyping work for employees toward checking and correcting, as well as more value-adding tasks. For the order entry process, it was important to get orders into the Sage 100 ERP system quickly and to reduce the error rate that arose from manual processing.

While searching for a suitable solution, Primavera found that many providers only offer software for the large ERP systems. In Workist, however, the team found an ideal partner whose solution could also be used with Sage systems, was compatible with Abacus modules, and was easy to implement via API interface or the Sage Connectivity Gateway. That was exactly what Primavera was looking for.

After a swift implementation, Primavera was able to go live with the Workist AI solution within a few weeks. Incoming orders are now forwarded to the Workist Order Agent, which extracts and validates the order data and intelligently supplements it based on master data. The data is then sent to the Sage 100 ERP system via interface. In the case of discrepancies between order data and master data, faulty orders, or uncertainties, Workist's human-in-the-loop mechanism kicks in, and the AI agent asks the responsible human employee in inside sales for help before the data is sent to Sage.

In Sage, functions such as determination of prices or payment terms are triggered, and the relevant data is pulled directly into the order creation. After the order data is captured as a preliminary sales order, several Abacus modules are also automatically triggered at Primavera to start follow-up processes such as inventory checks or credit limit checks, and finally to hand off the completed and verified order to logistics.

Workist's AI software achieves high user acceptance rates at Primavera. The main factors behind this are successful change management, supported by the dedicated Workist Customer Success Manager, and the AI agent's fast learning speed, so that users have clearly felt the increasing automation following human assistance and the overall decline in assistance cases.

After just a few months of live operation, great results have already been achieved: Over half of all orders are processed fully automatically and error-free by Workist and sent directly to Sage. This means time savings of over 80% in processing incoming orders and a significant relief for the sales operations team.



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