



Emma Bridgewater

Case Study for Emma Bridgewater

Accounts Payable
Invoice Automation Solution



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Customer Background

Based in the home of the UK pottery industry, Stoke-on-Trent, Emma Bridgewater manufactures and sells gift and homeware ranges including pottery, home furnishings, stationary and more.

Established in 1985, when Emma tried and failed to find an appropriate birthday gift for her mother, the business has grown consistently to become a leading UK lifestyle brand selling to millions of customers throughout the world via its ecommerce websites, UK shops and wholesale stockists.

Emma Bridgewater

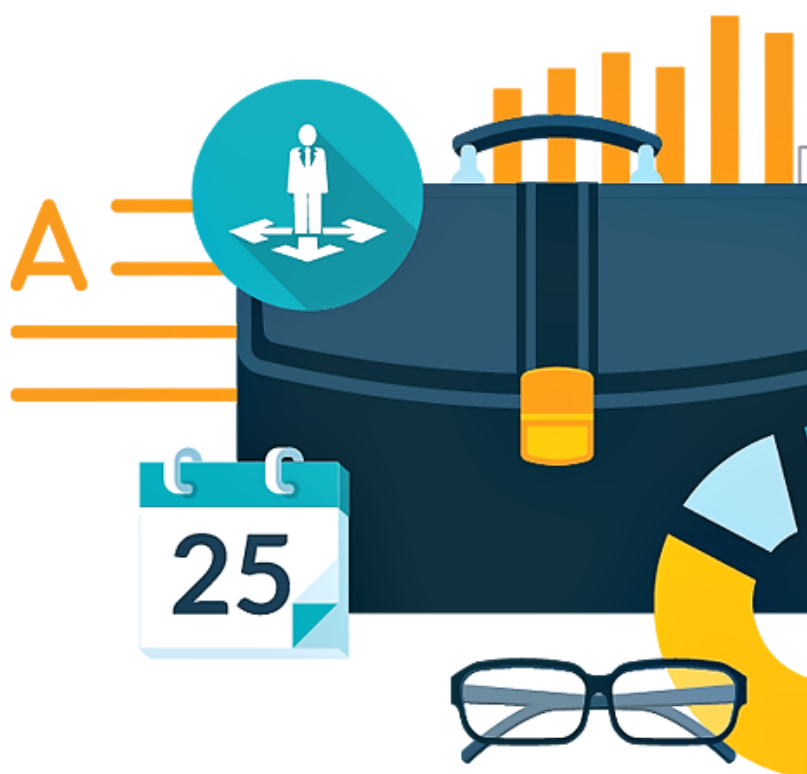


Accounts Payable Invoice Automation

The Challenges

Paul Jepson, Financial Controller at Emma Bridgewater, realised that the processes employed by the AP team were largely outdated and many of the tasks were mundane. He felt that there was an opportunity to automate the scanning of invoices and the day-to-day tasks of entering data and processing and coding invoices as well as the job of chasing approvals.

As Paul comments, *"I knew that if we could free up time then we could focus much more on more valuable tasks, this and the fact that we could get much better visibility of the overall process"*. Kefron AP was chosen, not because of a high-pressure sales process, but because the solution was really well presented and had an easy-to-use user interface. The return on investment calculation also made sense and a return could be generated in less than 12 months.



The Key Benefits

Kefron AP went live in Emma Bridgewater in the middle of 2020. Since then Kefron has automated the processing of around 800 invoices a month on average. The automated scanning and capture of the invoice data has eliminated those low added-value tasks and made the entire operation much more efficient.

The solution was also super easy to adapt because of the clear and simple user-interface which was pretty intuitive. There have been absolutely no problems with user adoption.

Finally, the Netsuite integration has been key in enabling the overall process to run smoothly. The Emma Bridgewater team can rely on clean, validated data being reliably exchanged between the two systems without a hitch.

78% of your AP staff time can be made free only by switching from a manual process to Invoice Automation Software.



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