93% Item Recognition: How Steel Trader Köstner Automates Quotes and Orders with Agentic AI



Company Profile

Steel trading and processing from Bavaria and Saxony

Köstner Stahlzentrum GmbH is part of Richard Köstner AG and trades steel, stainless steel and aluminium from four sites in Bavaria and Saxony. It also offers processing, from sawing and blasting to its own rebar bending shop. Around 220 people work in the steel business.

Fachzentrum für Handwerk und Industrie

> *I would definitely recommend investing in automated case processing. What matters, though, is that people stay involved and continue to make the final decisions themselves.*



Martin Trautner
Member of the Management Board | Köstner Stahlzentrum

The Challenge

Köstner Stahlzentrum handles around 1,000 orders and prepares about 1,500 quotes every week. Before turian, the team screened the emails in the central inbox manually and then entered quotes and orders by hand in the ERP system (enventa).
The challenge lay in the high number of requests, the many line items per document and the wide product range: around 20,000 items in different steel grades, plus more than 15,000 customer accounts. Every second request arrives as plain email text, and every fifth line item is a cut-to-length piece. Orders and requests usually contain no item number, only a technical description of the product. New employees in particular often lacked the product knowledge for this.

The Solution

turian reads the inboxes automatically. Quotes and orders are created directly in the enventa ERP system via the interface, while emails with other content are moved to a clarification folder. The time-consuming manual entry of documents in the ERP is now almost entirely eliminated.

For Köstner, very high product recognition was essential, which is no trivial task in steel trading. What tipped the decision in favour of turian was the trusting collaboration from the very beginning, along with the contractual, technical and commercial terms.

>25,000	>20,000	99.2%
quotes and orders created in enventa	items from which turian picks the right one	customer recognition across >15,000 accounts

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> *Right from the start, without extensive guidelines, we achieved a recognition rate of almost 77%. Through weekly joint meetings and feedback from day-to-day practice, we have continuously improved item recognition to around 90% today. That means we have reached the minimum rate we set ourselves.*
>
> *Our customers expect very fast processing. A request comes in at 7 a.m. on a Monday morning, and by 7:30 the customer already has their quote. If we only follow up at 10 a.m., the order may already have gone to a competitor. With turian, we can quote faster and follow up sooner.*
>
> *Acceptance varied from site to site at first. turian has since become established, and the teams love using it. What they value most is that the tedious entry of header data and line items has largely disappeared.*

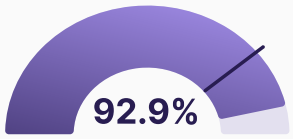


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The Results

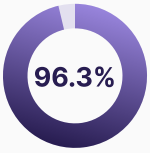
Since implementation began, turian has created more than 25,000 quotes and orders with 86,000 line items in enventa. In October, the sales team accepted 92.9% of the line items suggested by turian without changes. For cut-to-length pieces, turian recognises the correct length in 96.3% of cases.

Line items suggested by turian accepted



Marker = start of implementation (77.9%)

Cut-to-length pieces with the correct length



Cut lengths recognised correctly

More Time for Sales

The time saved goes into sales and customer support. The sales team works more intensively with the CRM system and is tapping into further sales potential.

According to Trautner, without turian everyday work would be far more dominated by manual routine data entry.

Created directly in the ERP (enventa)

Customer and product recognition

More time for sales

People Make the Decisions

For Köstner, it is important that employees stay involved and make the final decisions themselves. Simple quotes, for example, are processed by turian fully automatically and sent to the enventa ERP, where the sales team gives the final approval.

Get in touch with us!

Want to learn more about how AI agents can automate your processes?

Book a demo

