

Automating Order Entry at Nölle Profi Brush e.K.



Company Profile

Germany's leading manufacturer of brooms and brushes

Nölle Profi Brush e.K. is a family-owned company with production in Germany. The company manufactures its products at German locations and supplies customers throughout the country. The product range includes brooms, brushes, and related products, which are manufactured in certified processes and individually tailored to customer requirements.



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Through the use of turian in repetitively structured work areas, our employees can now focus on further strengthening customer satisfaction and internal and external information exchange.

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Jan Heyer
CFO | Nölle Holding & Consulting GmbH

Challenge

Nölle processes several hundred orders per week. Before turian, order entry was largely manual: The sales back office reviewed each order individually and reconciled customer and product data with their own master data.

This was complicated by the variety of ordering methods. Customers ordered by phone, email, PDF, Excel, or free text, often completely without article numbers or with their own article numbers instead of Nölle's internal codes. This made the process repetitive, time-consuming, and error-prone.

Solution

With turian, order entry was centralized and automated. Orders arrive in a central mailbox and are preprocessed by turian within seconds, including customer and item matching with ERP master data - even with customer-specific or missing item numbers. The responsible employee only performs a brief visual inspection before the order is created in the ERP system with a single click.

The decisive factors for choosing turian were the joint proof of concept with the sales department, compliant handling of customer data in terms of data protection, and rapid integration into the existing ERP system, whereby Nölle can maintain personal customer contact.

97%

Orders processed automatically

99%

Customer recognition

95%

Product recognition

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As a digitalization partner of Nölle Profi Brush e.K., in my role as IT project and process manager at Progression für Ihr Business GmbH, I supported the introduction of turian and successfully implemented the system.

Just a few weeks after go-live, we were able to celebrate first successes. In the detection of customer and article data, we achieve a recognition rate of up to 99 percent.

turian automatically captures customer orders and simultaneously helps us continuously improve our master data. Particularly helpful is the fact that external article descriptions and article numbers can also be automatically recognized and assigned to the matching articles. It is precisely this function that contributes significantly to continuously improving our data quality.

Thus, the benefits of turian go far beyond classic order entry: We save time, reduce manual effort, and benefit from a significantly more efficient overall process.

Through the use of the human-in-the-loop principle, personal control is also maintained. Our back-office team can review the captured orders once more and ensure that all items are ordered exactly as the customer intended. For us, this is the ideal combination of modern automation and human security – efficient, reliable, and yet personal.

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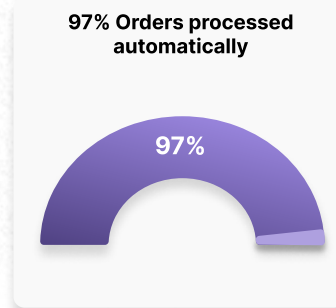
Tomte Drecker

Progression für Ihr Business GmbH
IT-Project & Process Manager
External Digitalization Partner of Nölle
Profi Brush e.K.

PROGRESSION
für Ihr Business GmbH

Impact

turian reduced the time spent on manual data entry, enabling the team to handle a larger order volume without additional headcount.



Customer Satisfaction

For Nölle, automation is not a substitute for personal customer service, but rather the prerequisite for it.

turian takes over repetitive data entry, while Nölle's inside sales team retains control through the human-in-the-loop approach, but gains significantly more space for consulting and proactive customer management.



Integration with existing systems



More focus on customer service



Individual customisation

What's Next

After successfully automating order entry, Nölle plans to expand its use of turian to cover incoming quote requests as well. This positions turian as a foundation for long term, scalable digitalisation across Nölle's sales operations.

Get in touch with us!

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

Book a demo

