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ALCHIN LONG GROUP

CUSTOMER SUCCESS

Automating Customer Orders

Zudello's automated Order Management product enables Alchin Long Group's customer service team to focus on service - not data entry

> Zudello delivered exactly what we needed – quickly and affordably.

David Twartz
Senior Project Manager, ALG

Alchin Long Group

Alchin Long Group (ALG) is an Australian-owned manufacturing and distribution business with 55+ years of experience in architectural hardware, home improvement, and security solutions. Their brands, including Doric, Cowdroy, and Azuma, serve commercial and residential markets across Australia, New Zealand, and Asia, catering to major retailers and tradespeople.

Business Need

As ALG expanded, so did its order volumes and customer diversity. Large retail clients used automated systems, but many smaller businesses still submitted orders via email, phone, or spreadsheet. This left ALG's eight-person customer service team manually entering hundreds of orders into the EDI system – a slow process prone to errors. The manual workload was pulling focus from customer support, limiting the team's ability to build relationships and add value.

As David Twartz, Senior Project Manager Systems, stated, "It wasn't fair or realistic to ask our customers to change the way they send orders to us, so we went on a journey to find our own solution."

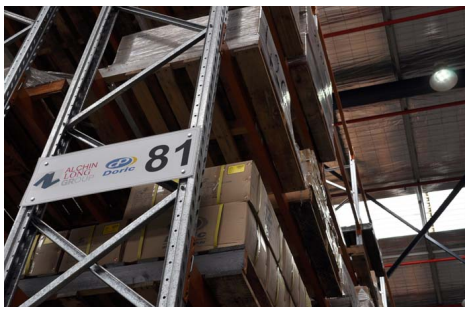
The Zudello differentiators, according to ALG

- Ease of automating 1,000 customer orders per month
- Industry-leading document extraction accuracy
- Great value for money
- Ability to scale beyond 1,000 orders as soon as we need
- Flexible Platform that can be easily customised
- Efficient and professional implementation team

"The live demo was one of the best demonstrations I've seen from a software company. While most give you a theoretical view of their solution, Zudello took our actual orders, put them into their Platform and showed us the extraction and processing of the order all in real-time."

David Twartz, Senior Project Manager System, ALG





Zudello Solution

ALG needed a scalable, accurate way to automate the processing of customer orders directly into their system, without forcing clients to change their processes. After months of searching, most platforms were too costly, too rigid, or designed for much larger volumes than needed.

Zudello stood out for its flexibility, affordability and ability to meet ALG's specific needs. "They delivered within budget and on time, and gave us customisation options without huge added costs or delays," says David. "We can also make adjustments ourselves as we go."

A live demo sealed the deal. "During the call, I sent real customer orders to Zudello and watched them process them in real time, right in front of me," recalls David. "It was clear their solution would be a good fit for us."

Benefits

With Zudello's Order Management product in place, ALG is eliminating manual data entry and returning their customer service team to what they do best – serving customers.

"The first thing I need is to get the team back to talking with customers and understanding their needs," says David. "Our industry is very relationship-driven, so this will create great returns for us and our customers and provide more job satisfaction for our team."

The shift is already driving improvements in accuracy, speed and employee satisfaction. By automating repetitive tasks and streamlining internal approvals, Zudello has freed the team to focus on customer experience – creating stronger relationships and better business outcomes for ALG.

> "I was emailing real customer orders to Zudello during the demo, and they processed them in real-time, right in front of me. I could see it would would be a good fit for us.
>
> **David Twartz**
> Alchin Long Group, Australia

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