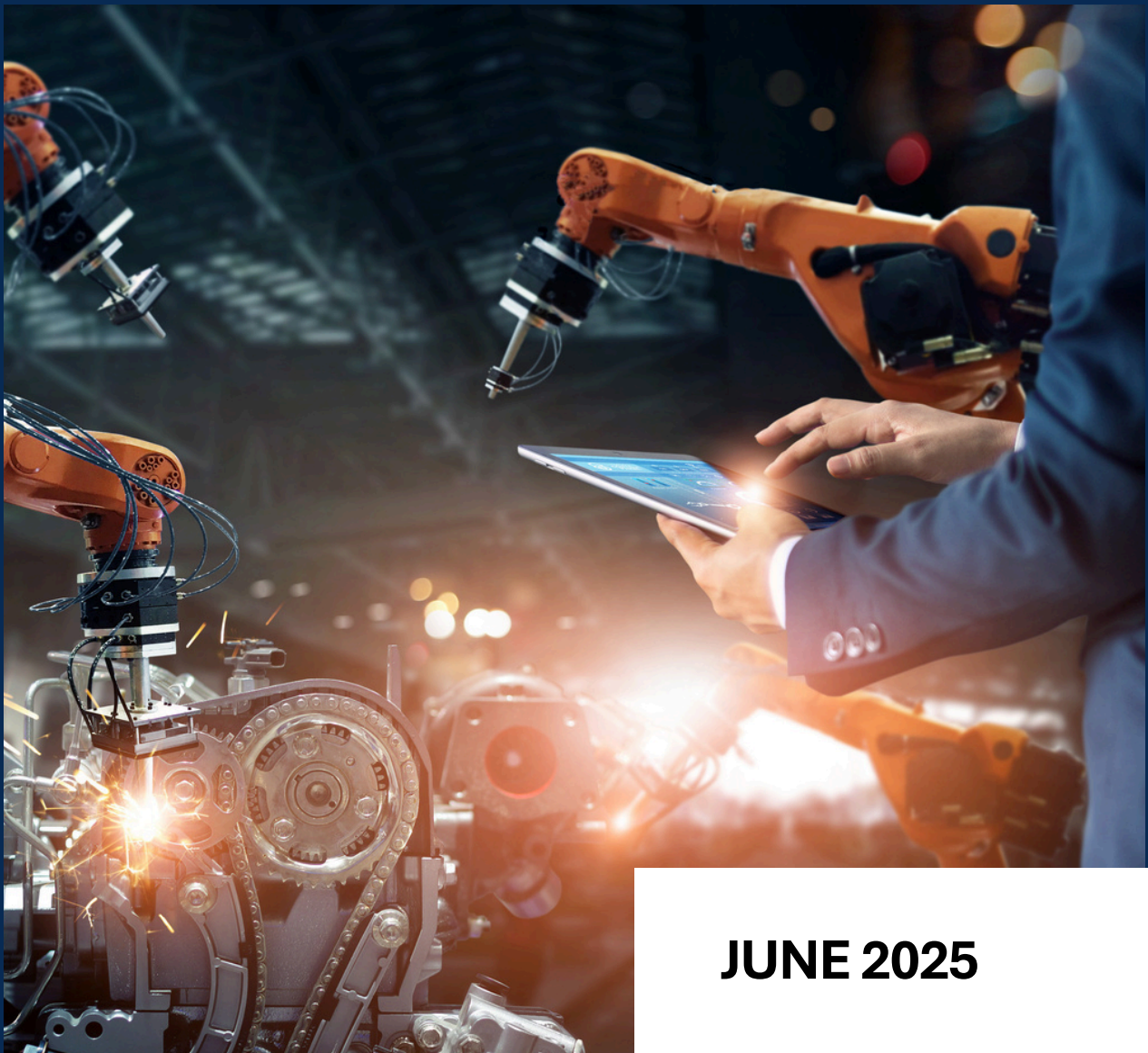


CLOSING THE LAST-MILE GAP WITH GEN AI

How Manufacturers Can Transform
Order Operations Without Replacing Their Systems



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CAN GEN AI CLOSE THE LAST-MILE GAP FOR MANUFACTURERS ?

You've likely invested heavily in your ERP—because accurate operations demand it. The life of most manufacturers depends on ERP systems to track orders and transactions. Business intelligence dashboards offer insight into operations. Document repositories hold POs, invoices, and contracts. But, despite this strong digital backbone, the **final mile of customer communication remains slow, manual, and fragmented.**

Order processing teams still receive new POs by email, daily. Customers follow up for status updates, raise concerns about shipments, or ask for past invoices, all of which land in inboxes, not systems.

Teams then open attachments, copy data into ERP systems, search for status manually, and draft replies from scratch.

This gap between **structured systems and unstructured human communication** is not just an annoyance; It's a **drag on responsiveness, efficiency, and trust** and it holds back even the most well-run operations from scaling cleanly.

This whitepaper explores a focused solution: a communication and coordination layer that **plugs into your existing systems**, automates repetitive interactions, and enhances your team's ability to serve customers faster, more accurately, and with less effort.



We'll show how leading manufacturers are solving this problem without affecting their tech stack and how you can, too.

Introduction

THE DASHBOARD GAP YOU CAN'T SEE

On paper, operations look smooth:

- > Orders are tracked
- > Invoices are logged
- > Fulfilment workflows run.

But, open any order operations inbox, and a very different picture emerges:

- Dozens of unread emails from distributors asking for order status.
- PDFs of new purchase orders awaiting manual processing.
- Follow-ups on invoices that require someone to search and respond manually.
- Warranty requests buried in long email threads.

These are not fringe scenarios—they are **core workflows hiding in plain sight.**

The challenge is not that your systems don't work; it's that your team is spending precious time **bridging the gap between customer inputs and system actions.** And every time they do that, they're doing work that should already be automated.



This slows down order turnaround, delays issue resolution, and directly impacts service-level agreements (SLAs) and customer satisfaction scores (CSAT).



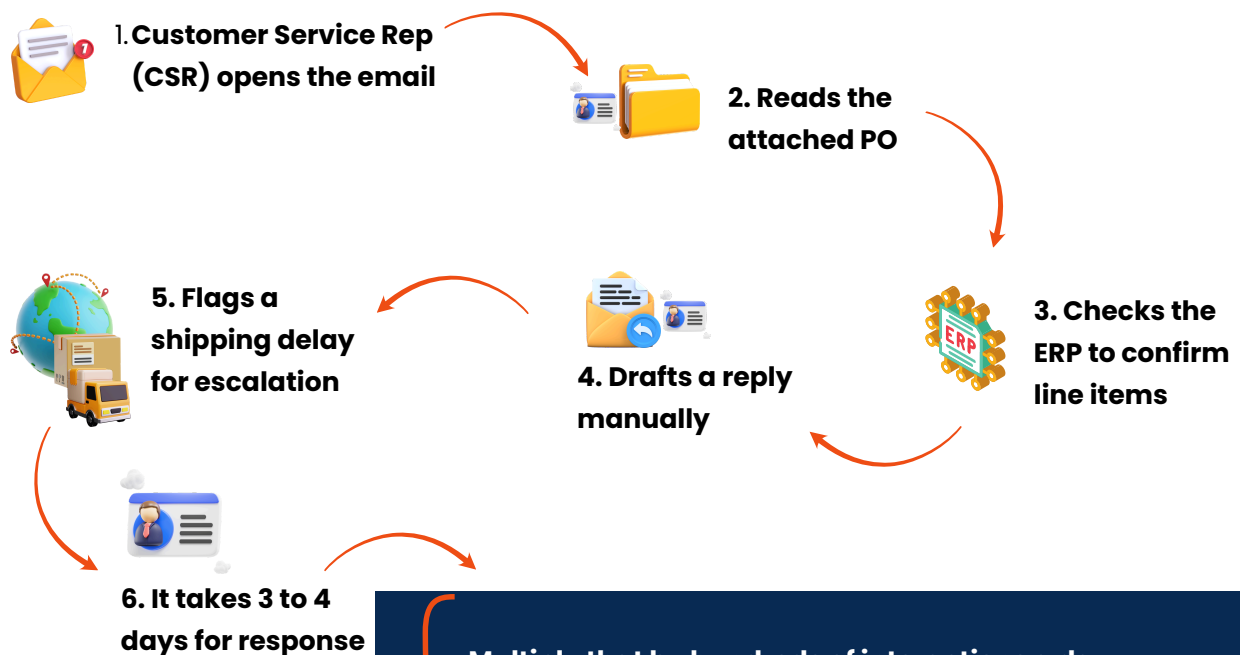
WHY THIS HAPPENS?

(and Why Most Solutions Don't Fix It)

The reason this gap exists is structural:

- **ERP systems** are built to manage structured data.
- **Customer communication** is unstructured, human, and full of ambiguity.
- **Knowledge bases** contain helpful documents, but they don't deliver answers on demand.
- **Analytics** reports what's happened—but not what to do next in real time.

So, even with modern systems in place, real work happens like this:



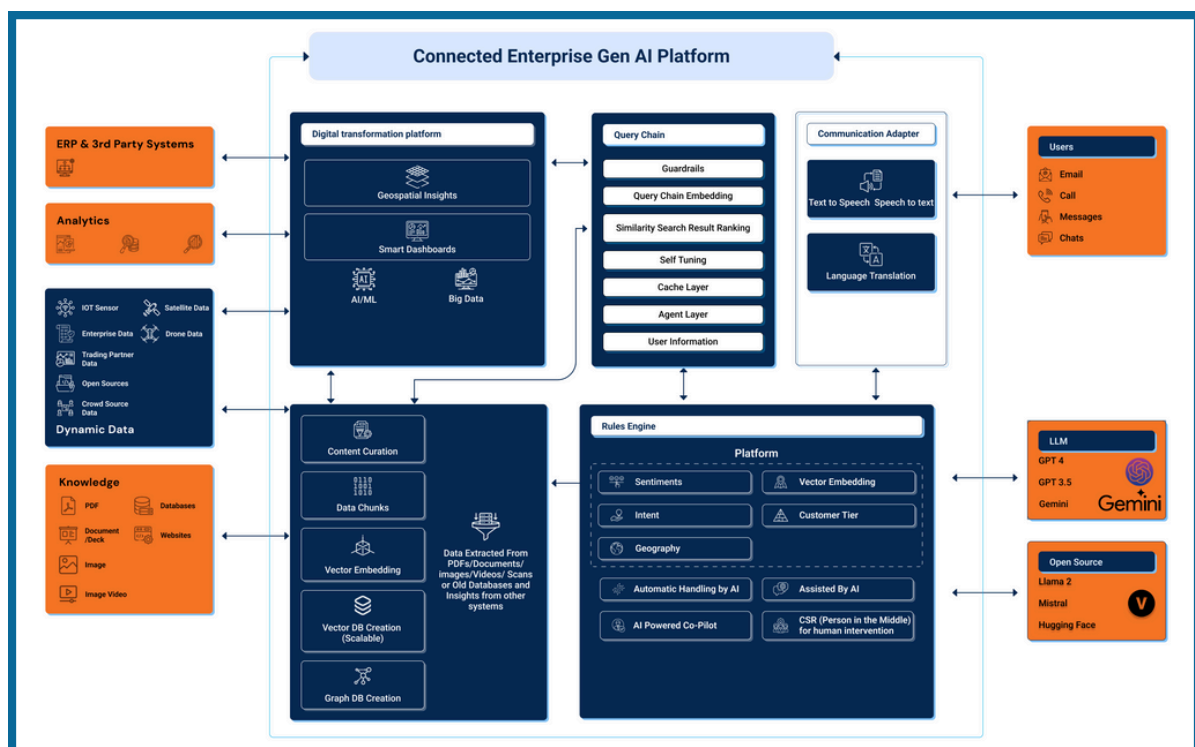
Multiply that by hundreds of interactions a day across teams—and it becomes clear: You don't need more dashboards. You need help turning unstructured communication into structured action.

The Modern Fix

A SMART COMMUNICATION LAYER

What's needed isn't a new ERP or customer portal, It's a thin, intelligent layer that:

- **Understands incoming messages** (e.g., "Is this a new PO?", "Where is my shipment?")
- **Extracts the right data** from PDFs, emails, or prior interactions
- **Queries your ERP or CRM** behind the scenes
- **Responds automatically or assists your team** in doing so



This layer doesn't change your current systems. It connects to them and makes them usable in real time, by both customers and employees. Think of it like a smart assistant sitting between your inbox and your backend: reading, interpreting, searching, and drafting the first response—accurately and instantly.

CASE STUDY – A GLOBAL MANUFACTURER’S EMAIL PROBLEM

CONNECTED CUSTOMER CAN SOLVE THIS PROBLEM

200+

order-related emails
per day

> 70%

time spent by Customer
Service Reps on reading
emails, everyday.

Some were new POs others were invoice follow-ups or product availability questions; all of them were handled manually.

Their CSRs were spending nearly 70% of their time just reading emails, interpreting attachments, checking the ERP, and replying to customers.

Gen AI solves this with a “Person in the middle” approach.

GEN AI SOLVES THIS BY:



CONVERSATIONAL INTELLIGENCE LAYER

- Automatically recognized request types (new order, status update, invoice copy)
- Extracted data from attachments like POs and invoices
- Queried their ERP for live updates
- Composed a draft response—or sent it directly if possible

DOCUMENT INTELLIGENCE LAYER

- Identifying quotes, invoices, POs, etc
- Understanding different field formats and other customizations
- Managing criteria-document mapping
- Response validation



WITH GEN AI + HUMAN INTELLIGENCE

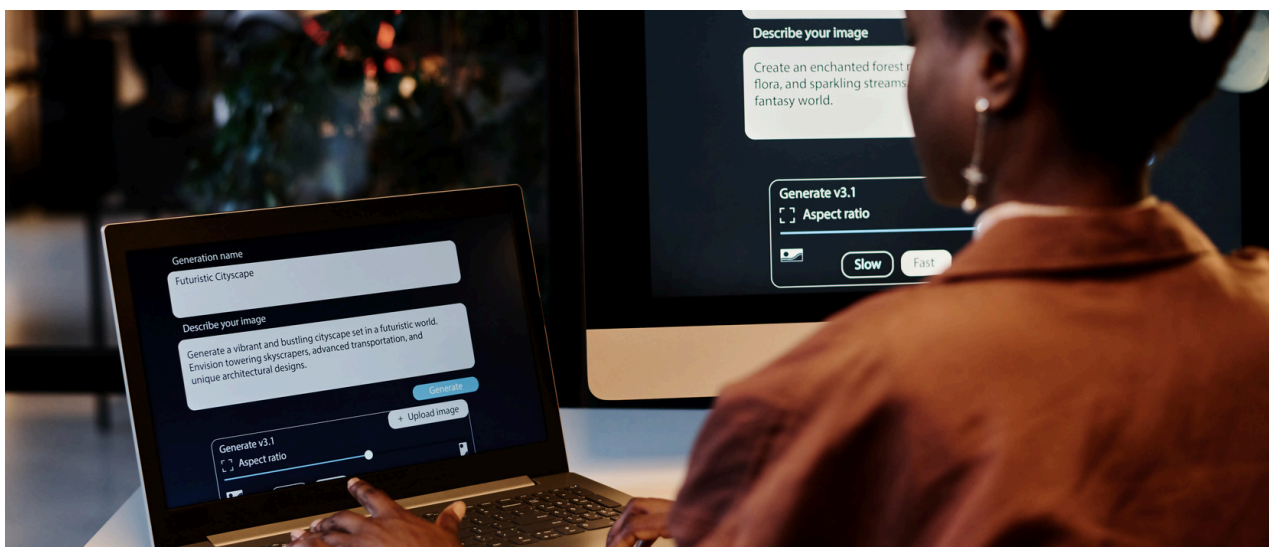
Without disrupting the existing tech stack, **in less than six weeks, the following can be achieved with a “Person in the middle” approach + Gen AI**

- Email handling time dropped by 60%
- SLA compliance improves significantly
- Teams focus more on complex issues, not busy work

Here are a few examples:

Request Type	Request Type	Request Type
New PO email with PDF	Reads file, extracts item data, creates ERP draft entry	CSR reviews, confirms, sends response in 30 seconds
“Where’s my order?”	Detects order ID, checks shipment status	Sends update email automatically
“Please resend invoice”	Finds correct record, attaches invoice, replies	Done without CSR involvement

This kind of automation is not about replacing your people.
It’s about **removing the repetitive work that slows them down.**



Getting Started

FAST, FOCUSED, LOW-RISK

You don't need to "implement AI." You need to **solve one specific problem.**

* MOST CUSTOMERS START WITH:

- A single process (e.g., PO intake or status replies)
- One channel (email or a web form)
- Light-touch integration with ERP or CRM

* IN UNDER 45 DAYS, YOU'LL KNOW:

- How many requests can be automated
- How much time your team saves
- What expansion looks like

It's modular, controlled, and measurable

LET YOUR SYSTEMS DO MORE WITH WHAT YOU ALREADY HAVE

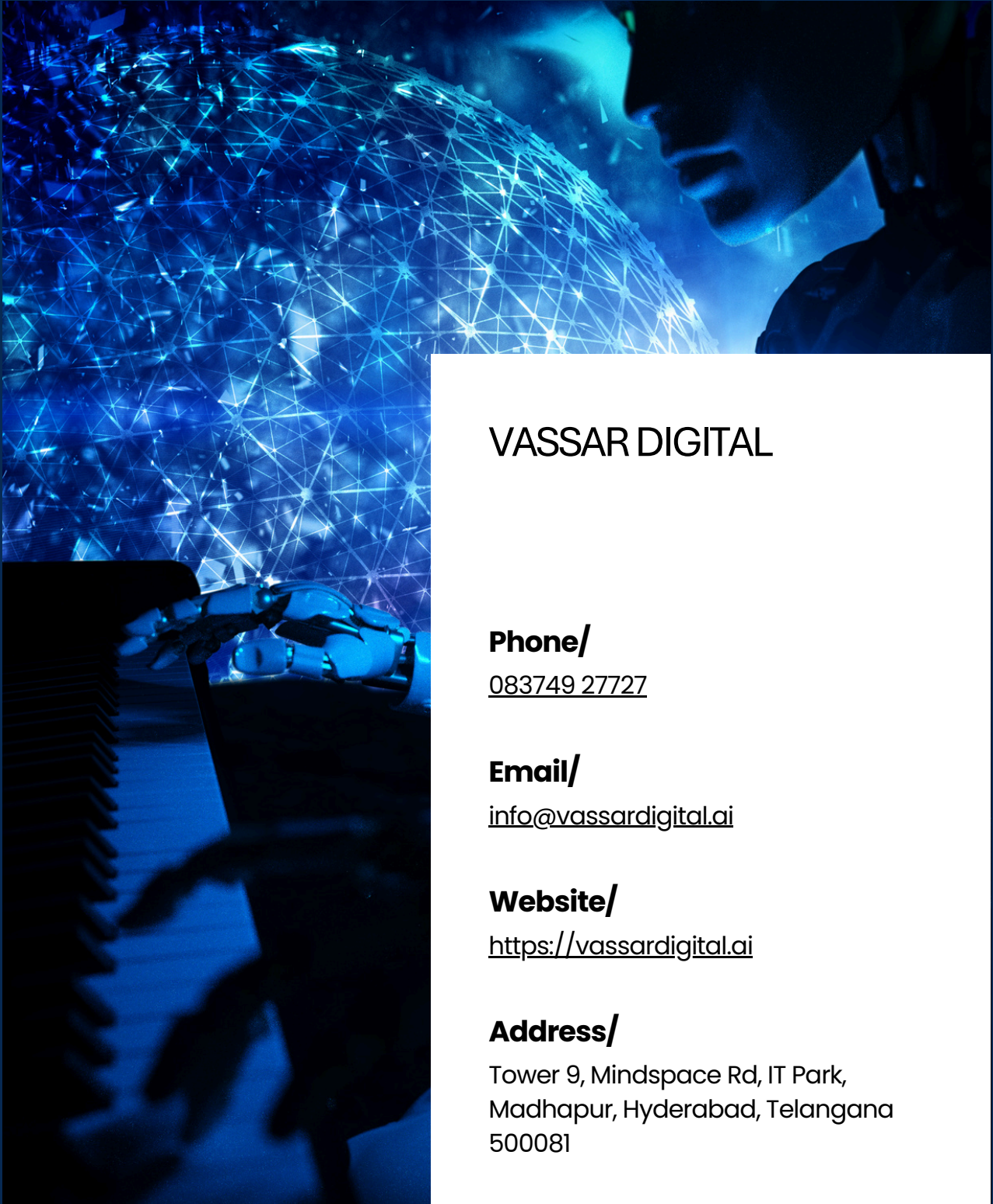
You've already invested in the backbone of your operations. Now it's time to connect it to the frontlines of customer communication.

By closing the last-mile gap with automation that understands context, reads documents, and responds intelligently, you unlock **faster operations, better service, and a more empowered team**—without disruption.



**DON'T REBUILD
YOUR TECH
STACK—UNLOCK
WHAT'S ALREADY
THERE.**

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