

Metzgerei Haller:

Digital Transformation of
Order Processing



Case Study

"At first, you're always skeptical when you introduce something new, but callicon's AI-powered system has far exceeded all our expectations."

– Christian Haller

About Metzgerei Haller

Metzgerei Haller is a family business steeped in tradition, founded back in year 1896 and today successfully run by the 4th and 5th generation. With a workforce of 85 employees the company specializes in producing high-quality meat and sausage products. It serves a demanding customer portfolio ranging from classic restaurants and hotels to food retail and social institutions such as canteens, clinics, and care homes.

Regional delivery covers a radius of around 70 kilometers around the main site. Since the products are subject to strict freshness requirements and customers often order at short notice, order processing is a business-critical process. Any delay or incorrect order at the administrative stage directly affects production efficiency and downstream logistics.



Challenges: The Limits of Manual Processes

"Order processing is basically the core instrument of our business"

- Christian Haller

Like many craft businesses, Metzgerei Haller receives customer orders through conventional channels such as phone, answering machine, fax, and email. This type of order intake placed a massive burden on the back office, especially during peak season. Every night, regularly 70 to 80 orders would come in, which had to be manually reviewed, listened to, and entered into the system by early the next morning. On top of that, sales reps often only logged their orders in the afternoon, causing delays in production and logistics.

This manual process involved considerable effort and risk. Heavily accented voicemail messages or imprecise details such as "the usual pork roast" regularly led to misunderstandings and data-entry errors. On top of that, the growing shortage of skilled workers made it harder to find qualified staff for these repetitive administrative tasks, leaving the existing team under constant, heavy strain. A strategic overhaul was needed to boost efficiency and sustainably lower the error rate.



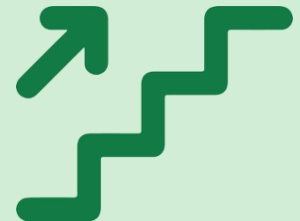
Results and Business Outcomes

By digitalizing its processes, Metzgerei Haller achieved a significant transformation of its operational metrics. The staffing effort in the office was cut by 25 to 30%. Today, already around 70 % of all orders are processed automatically via the AI portal, with half of these digital orders coming in directly via the mobile Order App++.



The economic and qualitative impact is considerable:

- **Return on Investment (ROI):** The investment fully paid for itself within the first few months and continues to generate savings.
- **Error Rate:** Thanks to AI-powered and automated order processing, the error rate has been reduced to nearly zero.
- **Personnel Costs:** Automation enables processing that doesn't depend on specific staff, which safeguards operations in times of staff shortages, particularly through the Order App++.
- **Sales Focus:** The time freed up in the back office is now used for active customer support and the strategic development of business relationships.



"Looking back – whether from the perspective of the sales reps, the company, or our employees: everyone benefits from the system. Honestly, today you wouldn't want to imagine doing without it." - Christian Haller

The Solution: callicon AI Order Portal and Order App++

To make these results possible, Metzgerei Haller implemented the callicon AI Order Portal together with the Order App++. This cloud-based solution serves as a central, user-friendly order-capture and management tool for customers and employees alike. The app is platform-independent, compatible with all common devices (Windows, iOS, Android), and its offline mode allows orders to be placed at any time.

A key element of the solution is Haller's own ordering app, which strengthens the Metzgerei Haller brand presence rather than relying on an anonymous platform. The system was seamlessly integrated into the existing ERP architecture via open interfaces (APIs). At its heart is the integrated AI Order Portal: the forward-looking technology recognizes the content, checks for ambiguities and corrects them in orders before the data is even imported. Orders can be captured around the clock, and the callicon AI Order Portal continuously checks



the information for plausibility. Only after successful validation are customer orders forwarded to the shipping department.

This automated check ensures 24/7 processing that works reliably even during peak times with high order volumes. This digital filter ensures that only correct data reaches production, preventing manufacturing errors.

"With callicon's solution, we're able to take the improvisation out of the company and adjust to customer needs even more promptly and effectively, while still producing efficiently and profitably." – Robert Hutter

