Cable TV and telecom products manufacturer
Improving and automating customer communications with Esker DeliveryWare

ESKER® DeliveryWare

When a leading global supplier of connectors, traps, filters, and fiber optics products for cable and telephone industries worldwide sought to improve information delivery for customer relationship management with its SAP® system, the company turned to Esker.

Challenge: To achieve an "Amazon-like" approach to customer communications

The company admired Amazon.com's approach to customer relationship management, one that focuses on leveraging information about user's buying habits in order to proactively suggest products tailored to the customer preferences and purchasing behavior.

"For years we were passively going through the motions of processing customer orders," explained one of the company's IT business analysts. "As our industry becomes competitive, we continually seek out solutions that make us stand out as industry innovators and solution providers, not just a manufacturer. We identified the need for improved communication methods as a key business driver to make us the vendor of choice for the cable television industry; pushing business process information to our customers proactively, eliminating calls that consumed our customer services representatives time and most importantly, non-value time of our customers."

Starting out as a business initiative, this call for proactive customer communication quickly became a focus for the IT team. The team determined the best way to achieve this goal was to find a way to automate the delivery of information from the company's SAP enterprise resource planning (ERP) solution.

Since 2001, the company's customer service, shipping and purchasing departments have used an SAP solution to centralize and store customer information. Previous to embarking on the project, whenever an order was placed, shipped and delivered, the order confirmation and billing information was printed from the SAP application and then either manually faxed or hand-mailed to the customer. This process proved tedious and slow, requiring excessive internal resources. Prior to Esker DeliveryWare, shipping notifications were non-existent. Esker DeliveryWare was a tool that provided the means to communicate the company's shipping activities the day the product shipped.

The company sought a solution that would seamlessly integrate with the SAP system and automatically deliver purchase information to customers via fax and email. In addition, the company wanted the ability to customize the technology and enough scalability to increase capacity to match its future growth.

Solution: Esker DeliveryWare for SAP document delivery

"We had a specific list of key requirements when assessing offerings in the marketplace and it quickly became apparent Esker represented the best match for our needs," said the IT business analyst. "We were also looking for a partner that would help us deploy automation most swiftly."

The company's IT team initially deployed Esker DeliveryWare across its customer service, shipping and purchasing departments, whose activity reached a level of 5,000 documents per month. The onsite installation was completed in less than five days with the help of Esker technicians who assured seamless integration with existing systems.

We also got the added benefit of document archiving," noted the IT business analyst. "That was something we thought would require a separate and significant expenditure. The fact that Esker has included that type of functionality in Esker DeliveryWare speaks volumes about its understanding of the need for solutions that solve specific business problems without requiring an overhaul of systems."

In addition to implementation support, Esker provided three days of training sessions for the company's IT team. During this process the team was instructed on creating SAP-specific document delivery rules for sending shipping

> Esker DeliveryWare allowed us to offer our customers a service not being offered by our competitors.
> ▪ SAP Business Analyst

The ability to build our own rule after just three days of training speaks volumes about the product.

▪ SAP Business Analyst

notifications and order confirmations. Thereafter, Esker provided ongoing support as the company developed its entire rules schema.

"The technical support was phenomenal," recalled the IT business analyst. "After learning how to set up these rules I was able develop another on my own for purchase orders. It's a very user-friendly software package and has been very well received internally and by our customers."

In all, the initial implementation took less than three weeks and precisely met the company's business goals and IT requirements.

"Ultimately, we were able to do exactly what we set out to accomplish — to automatically fax and email notifications to our customers while leveraging our SAP infrastructure," said the IT business analyst. "This kind of proactive communication was simply non-existent before we brought in Esker DeliveryWare."

Benefits/future plans

Since the first month, the company has increased its volume of document delivery three-fold. With the addition of purchase order delivery functionality and desktop faxing capabilities, the company expects to reach 15,000 documents per month.

"As we grow, I have no doubt that Esker will remain our document delivery solution for SAP," said the IT business analyst. "After realizing how easily we can customize the Esker DeliveryWare software, we are planning to develop additional rules. We are also enthusiastic about the potential benefits of inbound document delivery."

Immediate benefits for the company included:

▪ Improved customer intimacy and purchasing frequency

▪ Standardized process for global communications

▪ Time savings over manual processes

▪ Ability to fax from the desktop improved customer response time

▪ Flexibility and scalability

ESKER®
Document Process Automation

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