



# CRAFT COLLECTIVE SUCCESS STORY

## Decreasing DSO & Enhancing Customer Experience

### BACKGROUND

Craft Collective is a craft beer distributor helping beverage producers — beersmiths, cider makers, coffee roasters — build their brands and sell their products throughout the New England region. As the company found itself struggling to collect payments on time and delegating too many of its resources to tracking them down, it was obvious that it needed to find a more efficient way of handling its collections.

Before automating with Esker, Craft Collective was receiving all of its payments via mailed check, or checks were held at physical locations for its salespeople to retrieve, which took up substantial amounts of salespeople's time. Because all payments were in the form of checks, it also required excessive time to process them. "Up until two years ago, I was still opening all the envelopes with checks enclosed on my way home in my truck and stacking them on the dashboard," said Adam Oliveri, founder and CEO at Craft Collective. "It was a lot for one person to do."

Like many alcohol distributors, Craft Collective faced another obstacle when it came to getting invoices paid on time that greatly contributed to its search for a collections management tool: Any licensed retailer that is delinquent on payments for alcoholic beverages is placed on a "C.O.D." list that requires all distributors or wholesalers to require cash on delivery. Not only did this make collecting payment more difficult, but it also had the potential to hamper relationships with customers.

### SOLUTION

Upon being referred by another distributor in the industry, Craft Collective decided to move forward with implementing Esker's Collection's Management solution. What the company valued most about Esker's solution was the customer portal, which provided a way for users to view their invoices and contact staff for support, as well as the ability to seamlessly make payments through the platform.

### ABOUT CRAFT COLLECTIVE

**Industry:** Food & Beverage

**ERP:** Encompass

**Solution:** Collections Management

Craft Collective is an independent, craft-exclusive wholesaler based in Stoughton, Massachusetts, that helps quality, small, craft beverage producers sell its products throughout New England. With 12,000 sq. ft. of refrigerated space, a fully climate-controlled warehouse, a 100% refrigerated delivery fleet, a passionate sales team, and extensive brand support, Craft Collective's top priority is product quality and freshness.

### BENEFITS AT A GLANCE



**Lowered** amount of customers delinquent on payments



**Decreased** DSO due to quick, easy payments



**More time** for staff to build customer relationships



Prior to Esker, the company continuously had to navigate “blame game” situations when it came to their customers being delinquent on payments. “When a customer has to be put on a delinquency list, no one wants to take the blame, and often the finger gets pointed back at us,” said Oliveri. “It’s not a good place to be in, and we certainly want to avoid it. Esker has definitely helped us avoid that.” Offering a way for customers to pay via Esker and utilizing payment reminders led Craft Collective to see a drop in the number of customers having to be put on the C.O.D list, greatly improving its relationships with customers.

By increasing the number of payments being made through the solution, there was a subsequent drop in the amount of checks needing to be picked up at physical locations. And as a result, Craft’s salespeople felt a significant decrease in stress regarding collections. “There are less situations where they have to get involved because it keeps people a little bit more on schedule and honest. So, the salespeople don’t have to deal with as many problematic AR situations,” said Oliveri.



**WHEN A CUSTOMER REACHES THE DELINQUENCY STAGE, HALF OF THE TIME IT’S BECAUSE THEY’VE LOST OR MISPLACED A COPY OF AN INVOICE OR FAILED TO PAY ATTENTION TO PAYMENT REMINDERS. HAVING ESKER HAS HELPED US DECREASE THE NUMBER OF THOSE SITUATIONS.**

ADAM OLIVERI | FOUNDER & CEO

## BENEFITS

Esker’s Collections Management solution has made an impressive impact on the way Craft Collective handles its billing and collections process. Since implementation, the company has been reaping the benefits of:



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