



# LINPEPCO

## EMPOWERING ITS CUSTOMERS & COLLECTIONS TEAM WITH A CLOUD-BASED AUTOMATION SOLUTION

### BACKGROUND

Building and sustaining a successful enterprise demands a keen understanding of when and how to address potential issues – turning what could be a critical weakness into a value-added strength. As a Pepsi-Cola franchisee with 25 years in the distribution business, LinPepCo had the intuition to make a change in their accounts receivable (AR) collections process. And it's a change the company will be reaping the benefits of for years to come.

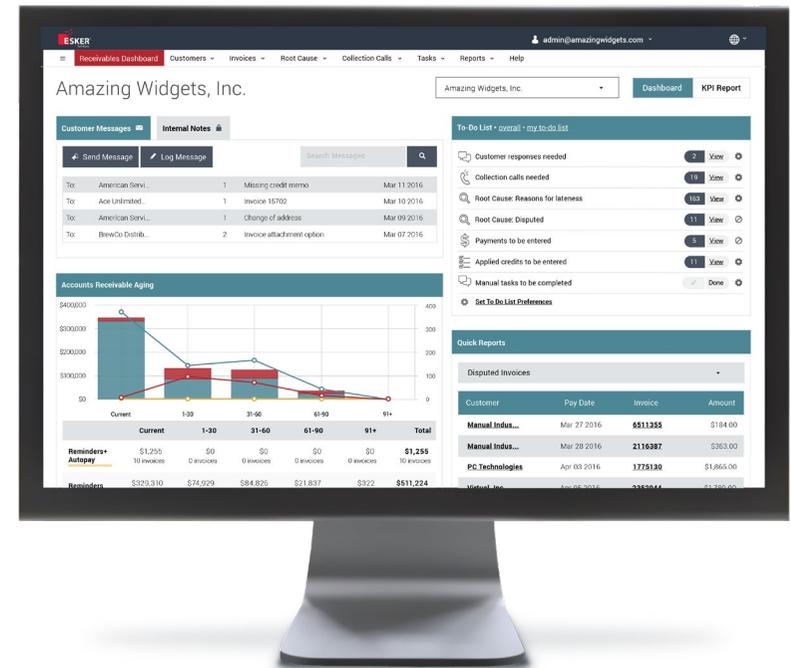
Before Esker, LinPepCo relied on a largely manual process to manage its collections. Paper was prevalent, as the team was tasked with printing statements and sending reminders by hand. "A lot of cost and manual labor went into that," said Jen Pfeifer, Director of IT at LinPepCo. "We knew there had to be a faster, more cost-effective way to help our staff collect and our customers make payments. Esker's TermSync product offered that solution."

### SOLUTION

One of the biggest goals LinPepCo wanted to achieve in implementing a new solution was to utilize as few different systems and technologies as possible. Ultimately, it was Esker's automated Collections Management solution that stood out for its robust capabilities and integration with VIP, LinPepCo's existing software system. Esker's business partnership with VIP meant an even faster and more seamless solution delivery process for LinPepCo with very few resources needed on the company's end to get up and running.

"Esker was perfectly compatible with what we had in place and the implementation couldn't have been more painless. After just a few weeks of going live, we had customers and team members telling us how slick the solution was."

Jen Pfeifer | Director of IT



### ABOUT LINPEPCO

**Industry:** Food & Beverage

**Solution:** Collections Management

LinPepCo has more than 25 years of soft drink and vending product distribution experience with five branches covering Nebraska: PepsiCola of Western Nebraska, Pepsi-Cola of Hastings, Pepsi-Cola of Lincoln, Pepsi-Cola of Siouxland and Pepsi-Cola of Topeka. As a PepsiCola franchisee, LinPepCo's dedication to customer satisfaction goes beyond soft drinks and vending products, with the company having a vital corporate presence in the communities it proudly serves.

### BENEFITS AT A GLANCE

**Reduced DSO** by scaling down manual duties

**Freed up staff time** to focus on strategic processes

**Improved customer experience** thanks to Esker's customer portal





All our goals have been accomplished with Esker's Collections Management solution. Payment reminders are being sent out electronically, our staff is more productive and proactive, and our customers are happy. Everything we were hoping for was delivered.

Kara Deist | CFO

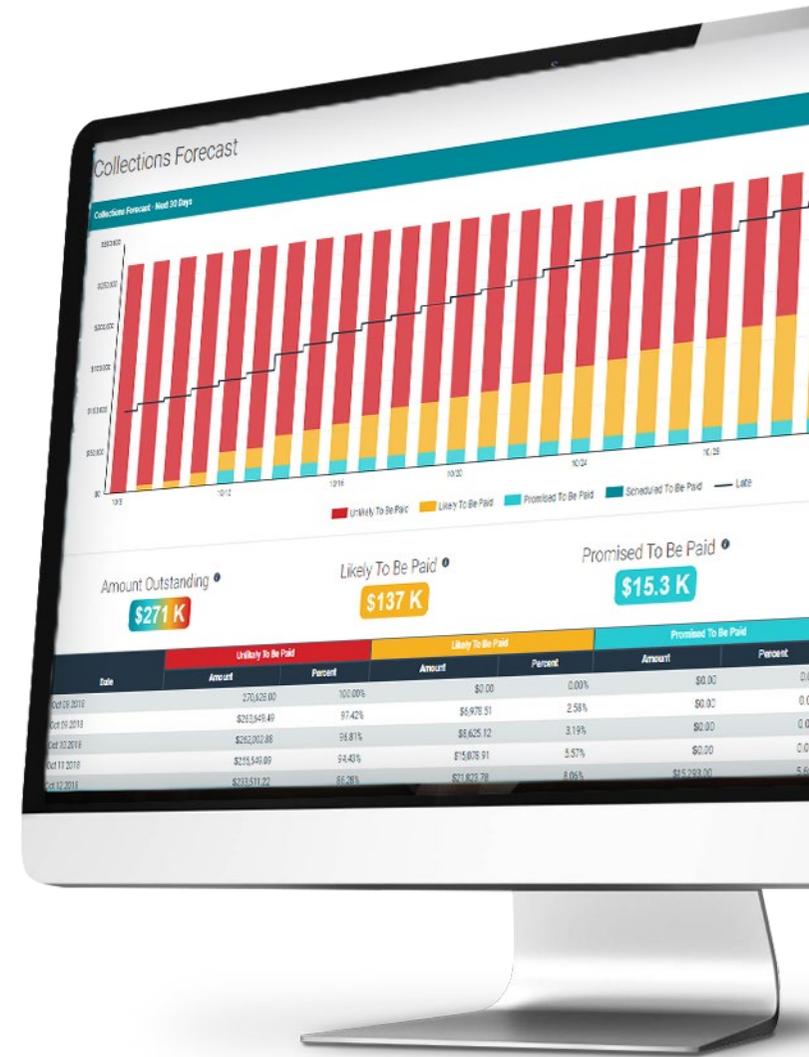
"Esker checked off so many boxes for us that we really had no reason to test other solutions," said Pfeifer. "It was perfectly compatible with what we had in place and the implementation process couldn't have been more painless. After just a few weeks of going live, we had customers and team members telling us how slick the solution was."

Approximately 67% of LinPepCo's customer base (3,800 customers) is currently connected to and using Esker's cloudbased solution. Nearly 1 in 4 customers are using the auto-pay feature, which has proven to be a significant time-saver for both the company and its customers.

## BENEFITS

LinPepCo went live with Esker's Collections Management solution in early 2015. Since then, the company has achieved a number of impressive business benefits (with even more to come). Among these include:

- Significantly reduced DSO, virtually eliminating customers in the 90-day past-due category
- Freed up time for staff to do more strategic tasks and less administrative duties
- Improved customer experience thanks to Esker's online self-service portal
- Increased auto-pay customers by 69% since go-live



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