



ABOUT EXCEL INDUSTRIES

Industry: Manufacturing
Solution: Accounts Receivable

Founded in 1960 and based in Hesston, Kansas, Excel Industries is a leading manufacturer of premium commercial and residential turf equipment. In 1964, Excel introduced The Hustler, creating an entirely new product category now known as the zero-turn mower. Excel Industries and its affiliates have a global distribution network of more than 2,500 U.S. retailers and 25 distributors worldwide.

BENEFITS AT A GLANCE



Reduced DSO



Increased speed & productivity in cash collection process



Enhanced customer experience



EXCEL INDUSTRIES CUSTOMER STORY

GETTING PAID FASTER & STREAMLINING COLLECTION EFFORTS WITH AR AUTOMATION

Excel Industries, Inc. is a leading manufacturer of outdoor power equipment headquartered in Hesston, Kansas. Like many successful businesses, Excel Industries understands the importance of running an effective accounts receivable (AR) department – especially when it comes to ensuring customer payments are collected quickly and efficiently. With Esker, the company is able to manage its entire collections process through a single cloud-based solution that combines process automation and CRM properties. This has facilitated an empowered AR staff, improved visibility, and an altogether more cohesive and strategic collections process.

MORE TIME, MORE VISIBILITY

Prior to Esker, Excel Industries relied on Akritiv, a global provider of SaaS solutions, to manage various aspects of its AR operations. Among the main drivers for switching to Esker was its solution's superior cost-effectiveness and robust capabilities that include: automated payment reminders, customer notes, collection call logs, bulk messaging, customized KPI reports, performance monitoring, and more.

“WITH ESKER, IT’S MORE THAN JUST THE MEASURABLES. WE’RE ALSO GETTING THE DAY-TO-DAY PERKS OF ADDED VISIBILITY, CONVENIENCE AND TIME SAVINGS.”

LISA BURNS | TERRITORY CREDIT MANAGER

For Lisa Burns, Territory Credit Manager at Excel Industries, Esker has made life for her and her team significantly easier. “As the manager of a large territory with so many accounts to collect on, doing things through Esker just makes me feel

more comfortable and in control,” she said. “Everything I need is right in front of me – the task list, the collections log, even all the notes from whoever had the account before me.”

Esker has also afforded Burns and her team more time and resources to invest in important customer relationships that require a lot of back and forth. “So many different fires can come up when managing these accounts and you just can’t anticipate when they’re coming,” says Burns. “Esker relieves a lot of that labor-intensive pressure when, for example, we find out someone changed their address or legal name and have to chase down all new documents.”





ESKER'S CUSTOMER SERVICE TEAM IS ALWAYS SO SHARP, TIMELY AND KNOWLEDGEABLE.

AN IMPROVED CUSTOMER & TEAM EXPERIENCE

One of the more "hidden" advantages of Esker's Accounts Receivable automation solution is that many of the benefits extend to an organization's customers. For example, many of Excel Industries' customers utilized the solution's self-service web portal to make payments, pose questions, apply credits and more. "If we've heard anything, it's that our customers really like that they can go in and apply their credits on the account," added Burns.

This also translates to Excel Industries' experience as an Esker customer. In addition to the exceptional customer service Esker offers, Burns and her team are particularly impressed with the Esker All Access portal – an interactive online platform designed to enhance the overall Esker experience.

"Everyone is working hard every day so it's just nice to have this portal and all its little distractions," says Burns. "It makes you happy to get a gift card or whatever you save up your

points for. Plus, all the data's in there too, so it's cool to have everything in one place with such easy access to it."

"WHEN WE WENT REMOTE, ESKER GAVE US PEACE OF MIND KNOWING THAT EVERYTHING WAS GOING TO BE THERE AT HOME AND FUNCTION PROPERLY."

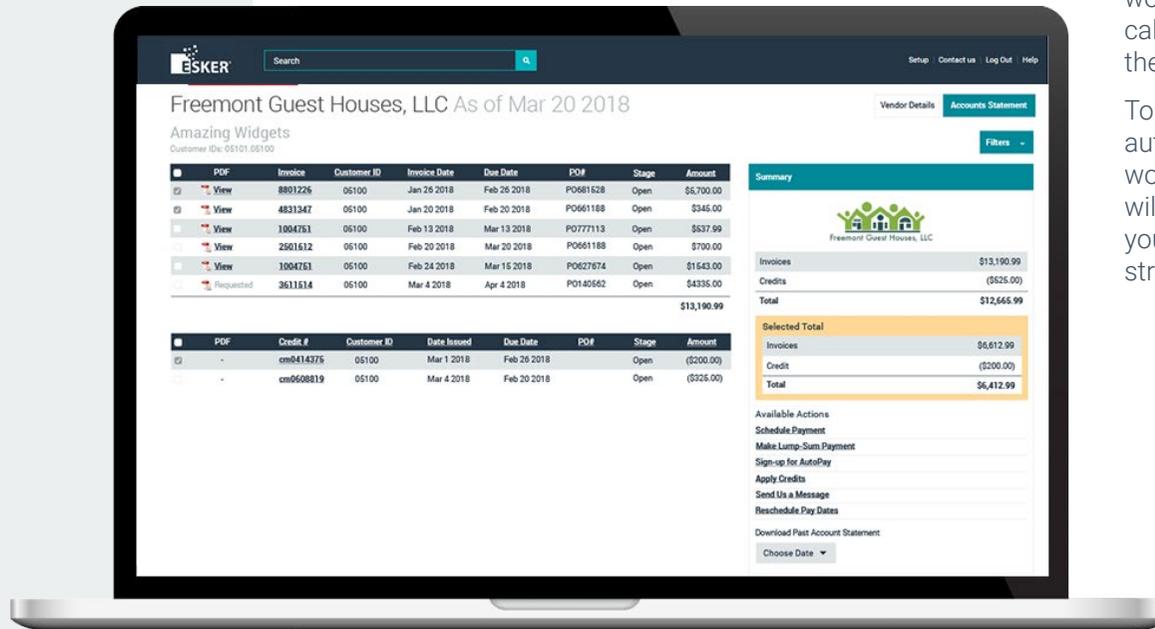
LISA BURNS | TERRITORY CREDIT MANAGER

PEACE OF MIND DURING CHALLENGING TIMES

Since the beginning of the COVID-19 crisis, Excel Industries has been doing all that it can to manage the ongoing ramifications. A large part of that included maintaining business continuity even while transitioning to a remote workforce – something that was significantly aided thanks to Esker's continuous cloud-based platform, well-established solution support plans and other remote-friendly capabilities.

"It helped in the sense that we really didn't have to think or worry about anything," says Burns. "I can still log in, log my calls and didn't lose a gap in anything. It was and is all still there."

To any companies possibly considering turning to AR automation at this time, Burns has the following advice: "I would hope people could just take that leap of faith and it will help you in the long run. Even if it's a commitment now, you will have so much more time to devote to things and de-stress down the road."



©2020 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks or registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.



EUROPE



AMERICAS



ASIA - PACIFIC

