



# WINE WAREHOUSE

## INCREASING COLLECTIONS EFFICIENCY TO OVER 80% WITH A CLOUD-BASED AUTOMATION SOLUTION

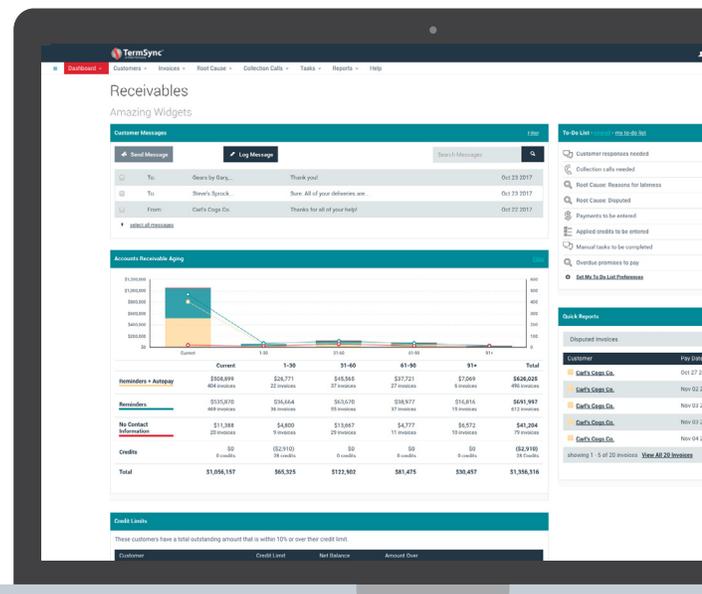
### BACKGROUND

Operating in the (self-proclaimed) “happiest place on Earth,” Wine Warehouse distributes fine wine, beer and spirits to companies located throughout California. The company’s customer base often orders more than once a week, resulting in roughly 15,000 weekly open invoices to collect on. A challenge to handle that amount of invoices in any environment, the matter was further complicated by sales representatives having to collect payment by hand while on site. Although a common process in Wine Warehouse’s industry, this process led to an increase in Days Sales Outstanding (DSO) and often left sales attempting to reconcile accounts and handle issues better suited for the accounts receivable (AR) department to handle.

### SOLUTIONS

Today, the process is significantly more efficient thanks to Esker’s Collections Management solution. Rather than relying on sales to handle invoice questions and receive payment, invoicing and collections are now left to the AR department — resulting in faster collections and a higher level of visibility thanks to custom reporting tools and real-time metrics being tracked. On the other end, customers can access a self-service portal. From this portal they may view invoices, set up an auto-pay option or immediately pay, reducing DSO and improving the customer experience.

Not only does the cloud-based solution offer staff newfound capabilities — such as taking payments over the phone or monitoring best possible DSO — it has benefitted multiple teams by centralizing all AR information. “The enthusiasm for Esker isn’t just limited to the AR department,” said Patrick Powers, Credit Manager at Wine Warehouse. “Our IT team was the one that introduced it to us and recognized its potential. We all love it.”



*“The enthusiasm for Esker **isn’t just limited to the AR department.** Our IT team was the one that introduced it to us and recognized its potential. **We all love the efficiency** that it has brought our collections management process.”*

Patrick Powers | Credit Manager

## BENEFITS

Since implementing Esker's automation solution, Wine Warehouse has achieved numerous benefits. Here are six of the most significant:



**Increased amount of money collected** through solution by 45% over a single year



**Raised Collections Effectiveness Index (CEI)** to over 80%



**Enhanced visibility;** customizable reports and real-time Key Performance Indicators (KPIs) are easily accessible



**Greater staff productivity;** sales are no longer involved in invoicing and there are less customer calls requesting paper copies



**Superior customer satisfaction;** customers have self-service options and are able to communicate directly with accounting rather than sales



**Lowered DSO;** sending weekly automated reminders to customers with tailored messaging



***"We can do so many things that we couldn't before: take payments over the phone, automatically send out weekly payment reminders, deliver e-invoices to customers at the time of billing. This benefits not only our staff, but our customers as well – and we've seen that through an increased collections rate and lower DSO."***

Patrick Powers | Credit Manager

### ABOUT WINE WAREHOUSE

Wine Warehouse is a multi-generational, family owned and operated, wholesale distributor of fine wine, beer and spirits for California. The company was established in 1973 by passionate wine collectors, Bob and Jim Myerson, who sought to bring fine wine to a new and rapidly growing market. Wine Warehouse's unique brand and category mix is a nationally recognized portfolio in the premium beverage alcohol space.

[www.winewarehouse.com](http://www.winewarehouse.com)

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