

Custom Products Corporation: Powering Business Growth and Efficiency with an Automated Fax Solution



Custom Products Corporation began as a one-person sign company in 1985, and has steadily grown to over 50 employees with four product divisions utilizing over 70,000 square feet of manufacturing space. The company has sales in all 50 states and several foreign countries.

This growth could only have occurred as a result of hard-working employees, loyal customers, and a sound business philosophy centered on: Price, Delivery, and Service.

www.cpcsigns.com

Sign Manufacturing Industry

Benefits of Fax Services with Esker on Demand:

- 24/7 delivery with multiple redundant backup systems
- A system of intelligent line allocation and routing
- Seamless integration with existing desktop and enterprise applications
- Detailed visibility and reporting on outbound fax traffic
- No telephony investments
- Worldwide network of telephone lines dedicated to fax reception
- Real-time tracking and automatic archiving of sent/received faxes

Custom Products Corporation (CPC) is a Mississippi-based sign manufacturing company that, in the past year, has rapidly expanded its marketing and sales into new territories. In addition to having some of the most knowledgeable customer service and sales staff in the industry, CPC's success is largely attributed to adopting a new, highly efficient model of processing its inbound/outbound faxes. The solution? An automated, integrated and simplified fax service by Esker.

Challenge: Errors, Overhead and Inefficiency

CPC processes 700+ inbound and outbound documents each month — primarily by sending quotes or receiving orders via fax. Previously, CPC managed its faxes in a common business area that held four fax machines.

A hired "runner" was tasked with manually receiving and delivering each fax. In addition to the unnecessary monitoring and overhead this caused, orders would often be received late, get lost or be duplicated.

Efforts to improve the current process were spearheaded by Jay Gaines, IT Administrator at CPC, who built an electronic server with fax nodes to send and receive faxes on behalf of the company. Unfortunately, this led to separate issues. "A single machine running three fax nodes gets confusing in a hurry," said Gaines. "We were getting customer complaints about dropped calls and sending things multiple times — the normal hiccups of a down-and-dirty fax service like ours."

Hardware vs. Hosted

CPC began exploring options for a new fax solution. Investing in hardware was considered but eventually ruled out because it lacked economic sense. "We weren't in a position to spend a lot of money on new hardware," said Gaines.

Adopting a hosted solution seemed to be the most realistic plan. "To us, it was a practical way to offload a lot of the responsibility and manual-intensive labor in our process," said Gaines. "We just needed to find the right solution."

“We’re thrilled with the availability and reliability of the Esker solution. Knowing that faxes are going to be sent out without error or complication is pretty monumental for us.”

Jay Gaines ▪ IT Administrator ▪ Custom Products Corporation

Solution: Esker on Demand

After familiarizing himself with some of the leading companies for hosted fax solutions via Internet searches, Gaines set out to look for additional information. "I put the feelers out to a handful of hosted-solution companies," said Gaines. "Esker got back to me immediately."

Gaines was particularly impressed with the speed and fluidity of the entire discovery process. "It was incredibly easy," said Gaines. "The Esker sales staff showed me exactly what we would be spending money on. There wasn't a, 'Let's schedule something a week from now' — I had a demo the same day."

A New Way of Faxing

Using Fax Services with Esker on Demand, CPC's inbound faxes can now be immediately accessed in one centralized email address, while outbound faxes can be sent right from the user's email. "I can pull up faxes that just came in right on my phone," said Gaines. "This is something we could never have imagined until we had Esker."

Real Results

Through CPC's previous faxing method, if there was a question by a customer regarding a fax, it would have to be sent again. Consequently, the potential for creating redundancy was always existent. The Esker solution ensured Gaines and the rest of CPC's staff that such inefficiencies would be eliminated.

"With Esker, it's no longer a question of if a fax went through," said Gaines. "We know it did. There is total confidence."

In fact, I even received a voicemail from one of our clients who had experienced problems in the past proclaiming how fantastic our new solution is."

Utilizing the Esker on Demand solution has helped CPC:

- Implement a scalable, reliable and integrated on-demand fax service without investing in new hardware
- Reduce the instances of lost, duplicate and late faxes
- Improve relationships with customers
- Get more value out of the individual in the "runner" position by eliminating previous paper-chasing duties
- Put more control in the hands of its sales staff

"I have not had a single complaint since implementing Esker. For how little investment we have in this, it's so scalable. We're getting so much value in return."

Jay Gaines ▪ IT Administrator ▪ Custom Products Corporation

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