



Crestron Electronics, Inc.

Delivering True Blue Customer Support



CRESTRON For 35 years Crestron has been the world's leading manufacturer of advanced control and automation systems, innovating technology and reinventing the way people live and work. Offering integrated solutions to control audio, video, computer, IP and environmental systems, Crestron streamlines technology, improving the quality of life for people in corporate boardrooms, conference rooms, classrooms, auditoriums, and in their homes. Crestron's leadership stems from its dedicated people who are committed to providing the best products, programs and services in the industry. In addition to its World Headquarters in Rockleigh, New Jersey, Crestron has sales and support offices throughout the U.S., Canada, Europe, Asia, Latin America and Australia.

Challenge: Automate and enhance customer communications

Soon after going live with its SAP solution in 2003, Crestron began to explore automating delivery of order fulfillment documents via fax and email. Like many success-minded companies, Crestron recognized that manual processes were limiting the ability to improve business performance and customer service. Crestron needed a tool to send communications to its customers on the shipment status, quantity, model numbers, products shipped, serial numbers, shipping method, tracking numbers and other order information.

"At Crestron we're very customer support-oriented," said Benjamin Fausto, SAP Manager at Crestron. "We bend over backwards to provide the best service for our customers — hence we have 'True Blue Customer Support' as a corporate mantra."

Crestron saw the inefficiency of having staff spend hours every day manually receiving faxed orders and faxing documents like order confirmations. Each day clerks would take a pile of paper order confirmations and manually fax the documents for 300–500 orders, many of which were multiple pages.

In addition, customers were only getting delivery confirmation by phone. Crestron's customer support group was bombarded daily with calls from customers asking for information about their orders. "Most of our customers are not end users," said Fausto. "They're dealers and installers who are part of a project. They have deadlines and budgets, and they need to know the status of their Crestron orders so they can manage their projects and complete them on time. That information is vital to them, and they just got accustomed to calling us to get it. We didn't have an automated way to deliver the information."

Crestron realized that these calls could be avoided if they had a means of automatically sending pertinent order information to customers via the medium of their preference. "What the customer wants to know are things like, where's my order, what's included in my order, how am I going to get it; they just want to track it," said Fausto.

Solution: Esker DeliveryWare

In 2004 Crestron's ERP manager and VP of operations met with Esker at the ASUG annual conference. They were given an Esker DeliveryWare demonstration and liked what they saw.

"A large number of IT personnel here at Crestron comes from a programming background, and I remember from our meetings how impressed we were with the Esker solution," said Fausto. "Even our VP of operations is an ex-programmer, so we were all quite excited to bring the tool in-house. We saw that there wasn't much of a learning curve to implement the Esker solution, and it had the flexibility grow with the business, with all the capabilities it offered for faxing and emailing. And it used Crystal Reports, which a lot of us here were very familiar with."

Soon after the ASUG conference an Esker Professional Services technician visited Crestron and analyzed the business processes to identify pain points and opportunities for improvement. Crestron went live with Esker DeliveryWare in November of 2004, initially automating the sending of delivery notifications via email.

Our customer communications have taken a quantum leap forward with Esker DeliveryWare.

Benjamin Fausto ■ SAP Manager ■ Crestron

“Something we certainly appreciate in IT is that Esker DeliveryWare is a ‘set it and forget it’ tool — very low maintenance, very stable. Once you create a business rule and put it into production, you really don't need to do anything else. It just goes on automatic pilot.

Benjami Fausto ▪ SAP Manager ▪ Crestron

Crestron began using Esker DeliveryWare to automatically send order confirmations, invoices and customer pickup notifications in addition to delivery confirmations via email and fax. Esker DeliveryWare is set up as output device to manage communications based on business rules defined by Fausto's team. Some of Crestron's documents are preformatted and some are formatted using the Crystal Reports built into Esker DeliveryWare.

When a customer order is entered into the SAP system, an order confirmation is generated and sent to Esker DeliveryWare. Customers can sign up to receive their order confirmations by email or fax or both. After the order is created, Esker DeliveryWare immediately forwards the confirmation to the customer via their preferred method. Customers can also sign up to receive invoices by email or fax, which helps Crestron “quit paper.”

Benefits

“Esker DeliveryWare has cut down the number of calls to customer support, and customers get the information they need in a timely manner,” said Fausto. “With Esker DeliveryWare we were able to start offering an added benefit to our customers, and that made them very happy. Our customer community is very tight-knit and word gets around, so people started talking about how Crestron provides great service.”

Core benefits to Crestron included:

- Less time spent confirming order receipt and delivery
- Increased customer satisfaction
- Competitive advantage

Summarizing the value of Esker DeliveryWare, Fausto said, “Crestron is always trying to offer the best experience to our customers, whether in the products that we sell or the service that we provide. Adding Esker DeliveryWare gave us a valuable tool to help reinforce that. And something we certainly appreciate in IT is that Esker DeliveryWare is a ‘set it and forget it’ tool — very low maintenance, very stable. Once you create a business rule and put it into production, you really don't need to do anything else. It just goes on automatic pilot.”

Future plans

As part of its commitment to business process efficiency and superior customer service, Crestron has also begun looking at Esker DeliveryWare capabilities for integrating automated processing of inbound sales orders into its SAP ECC 6.0 solution.

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