

Crestron Takes Control of Customer Communications with Esker DeliveryWare

Esker solution helps leading electronics manufacturer deliver True Blue Customer Support

Madison, WI – October 27, 2008 – [Esker](#), the leader in document process automation solutions, announced today that [Crestron Electronics, Inc.](#), the world's leading manufacturer of advanced control and automation systems, has implemented [Esker DeliveryWare](#) to automate order fulfillment document processes.

In keeping with its commitment to [True Blue Customer Support](#), Crestron has addressed the inefficiency of manually faxing sales order related documents to customers. Order confirmations, for example, involved manually faxing documents for 300–500 orders per day, many of which were multiple pages. Crestron recognized that these manual processes limit the ability to improve business performance and customer service, and sought an automation 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 experience to our customers, whether in the products that we sell or the service that we provide — hence we have ‘True Blue Customer Support’ as a corporate mantra. Adding Esker DeliveryWare gave us a valuable tool to help reinforce that.”

Esker DeliveryWare provides a means of automatically sending pertinent order information to customers via the medium of their preference. Using Esker DeliveryWare to automatically send order confirmations, invoices and customer pickup notifications in addition to delivery confirmations via email and fax, Crestron has reduced the time spent confirming order receipt and delivery.

“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.”

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Esker DeliveryWare is set up as an output device to manage communications based on business rules. Some of the documents are formatted using the Crystal Reports tool 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.](#)”

“As a technology company, we can certainly appreciate Crestron’s dedication to the highest level of customer satisfaction,” said Steve Smith, VP of Sales and Marketing at Esker. “A lot of companies claim to provide superior service, and Crestron is one that delivers. Competitive advantage is a core value that Esker DeliveryWare brings by providing a way for companies to really differentiate themselves in their markets.”

As part of its efforts to optimize business process efficiency and 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.

About Crestron Electronics, Inc.

For 35 years Crestron (www.crestron.com) 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.

About Esker

Esker is a recognized leader in helping organizations eliminate manual processes, gain process visibility and control, and reduce the use of paper by automating the flow of documents into, within and out of the organization. With patented document delivery automation software and hosted document delivery services,

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Esker offers a total solution to automate every phase and every type of business information exchange. Customers achieve significant and immediate operational efficiencies, cost savings and measurable ROI in as little as three to six months. Founded in 1985, Esker operates globally with more than 80,000 customers and millions of licensed users worldwide. Esker has global headquarters in Lyon, France and U.S. headquarters in Madison, Wisconsin. For more information, visit www.esker.com.

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