

## National Payment Network Drives Customer Communication with FlyDoc by Esker

*Leading provider of loan acceleration programs for the automotive industry looks to Esker to handle ongoing mail delivery of large volumes of welcome letters to new customers*

**Madison, WI – November 27, 2007** - Esker, the leader in document process automation solutions, announced today that National Payment Network, Inc. (NPN) has implemented the company's on-line post office solution FlyDoc, to outsource the postal mail delivery of its letters welcoming new customers to its loan program. Working with automobile dealerships and finance & insurance institutions, NPN's payment programs help borrowers customize the timing of payments, accelerate loan payoffs, and build equity faster.

FlyDoc is an Esker on demand service that enables organizations to send invoices and other business documents via fax, postal mail, email and SMS directly from user desktops and enterprise applications. FlyDoc also has online archiving, tracking capabilities and a user-friendly interface.

Prior to FlyDoc, once a new customer was acquired, NPN wrote a two-page welcome letter as a formal introduction to the loan acceleration service, also including the expected payment schedule. The letter was then manually printed, stuffed, sealed and metered for delivery. As the company continued to grow this task became more difficult to complete in a timely manner.

When searching for an automated mail delivery service, NPN turned to Salesforce.com for recommendations. Only Esker was recommended and as a result of trust in Salesforce.com's endorsement, NPN contacted Esker.

Now when a customer signs up for NPN's loan acceleration program, FlyDoc automatically uploads the welcome letter with the relevant information from their CRM using Web Services ([www.flydoc.com/send/web\\_services.asp](http://www.flydoc.com/send/web_services.asp)). The letter is sent to the Esker Production Facility where the document is printed, stuffed, addressed and delivered anywhere in the world. Additionally FlyDoc offers a simple click of a button on the Print Menu for ad hoc or mail merge business documents. Now, as the NPN has grown, FlyDoc delivers thousands of letters each month as well as cancellation and confirmation letters. If these letters were still being handled manually, it would take one person dedicated to this all day, every day.

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“Sending letters to customers is not our core business – we’re not a mail shop,” said Andrew Typrin, Co-Founder & Chief Operating Officer of National Payment Network. “This is a classic outsourcing success story - Esker is the expert in document process automation. With FlyDoc we are more efficient – customers are hearing from us much quicker than before. We also know that as we continue to grow FlyDoc will no doubt be able to handle the increase in documents that need to be delivered. This gives us great peace of mind.”

“The outsourcing services Esker provides for National Payment Network, and other companies with similar document process automation needs, are not complicated – however, the impact on their business is tremendous,” said Steve Smith, Esker Vice President of Sales and Marketing, Americas. “Handling manual tasks such as printing, mailing, and faxing, alleviates great worry for organizations that want to save time and resources. More importantly, as they grow they want to provide the same level of service for their own customers. With Esker, our technology will scale up as you do and remain flexible to meet your ever-changing needs.”

### **About National Payment Network**

National Payment Network, Inc. is the automotive industry's leading provider of loan acceleration programs. These payment programs dramatically improve F&I penetration rates, eliminate negative equity and upside-down buyers, and pay substantial commissions. Through a powerful network of F&I agencies, service contract administrators, and menu providers, NPN has processed payments for over \$3 billion in consumers loans. Our program has helped thousands of consumers simplify their monthly finances and meet their long-term financial goals.

### **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, 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](http://www.esker.com).

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