



## Lise Charmel

Lise Charmel improves document processing with Esker solutions



LISECHARMEL

Lise Charmel chose Esker on Demand to automate document management processes. Following a very successful invoice automation project, Lise Charmel has extended the use of Esker on Demand to three other document processing areas including customer reminders, account statements, and pay slips.

### The Company – Lise Charmel

With 19 companies, 1,200 partner/contributors and 62 million Euros in sales in 2006, Lise Charmel is one of the leaders on the market of French lingerie.

Lise Charmel brands include Lise Charmel, Eprise, Antinéa and Antigél.

### Ill-equipped for growth

Working with Cegid Orliweb as their ERP solution, Lise Charmel was generating and sending more than 5000 invoices per month.

Invoice sending was managed in-house: invoice printing and stocking was handled by one person from the Administrative department. Following printing the invoices would be sent once a week to the Lise Charmel logistics center at another site where each invoice was placed in an envelope, stamped and handed off to the postal service.

The whole process was manual and extremely tedious involving a defective folding machine, a delay of 5 days between creation of an invoice and its delivery, and no traceability...

This slow and cumbersome process could not ensure optimal delivery of customer invoices and had a heavy impact on customer payments.

In order to optimise the customer invoicing process and improve working capital requirements, Lise Charmel decided it was necessary to reorganise its customer credit process.

### The automated route

Following an extensive search of the market for a solution well-adapted, Lise Charmel decided to go with Esker on Demand to automate sending of 5,000 invoices per month.

Esker on Demand is well-suited to take over the task, grabbing the invoices directly from Cegib Orliweb and securely transmitting them directly over to the Esker production centre where they are printed, folded, stamped and handed off to the postal service.

Following the success of this first project, Lise Charmel extended the service to include its international customers. Once again proving a success they extended the service even further to three other document management areas including customer reminders, account statements and pay slips.

### Ready for the future

By using Esker on Demand services to automate document processes, Lise Charmel has been able to reorganise several productivity areas to achieve the following benefits:

#### A 50% reduction in time spent sending invoices

The person who was originally in charge of sending the invoices no longer needs to manually print and stock envelopes for over 5,000 invoices gaining 50% more time for other projects.

Today, she only has to send certain documents that require special treatment, representing only 10% of her past workload.

#### Customer accounts settled 20% faster

Lise Charmel reduced the time required to send invoices and eliminated the need to transport invoices between internal processing sites. The invoicing process is significantly faster which has lowered customer account settlement from 120 days to 100 days.

#### Traceability and security gained

The transition from a manual process to an automated process guarantees total traceability of all sent documents. Document can be tracked at every step during processing through delivery.



For customers to pay their invoices, the first prerequisite is that they receive them correctly and as quickly as possible! Esker on Demand offers confidence, security and accuracy guaranteeing that every invoice is traceable and rapidly delivered."

Phillipe Besson ■ Cash Manager ■ Lise Charmel

## Improved customer service

With several analysis tools at their fingertips and immediate notification of undeliverable mail, Esker on Demand helps Lise Charmel manage its customer database allowing them to quickly and efficiently update to the most current customer information available. Today, Lise Charmel adds the guarantee of quality and credibility to its customer services.



The concept of service was crucial for us. Esker on Demand enabled us to automate a function of our processes that was offering no value. Beyond the practical benefits, the project was highly structured giving us the opportunity to rethink and improve our management processes, our invoice formats, as well as our purchasing orders process."

Véronique Perrayon ▪ Supplier Contract Manager  
▪ Lise Charmel