



lafourchette.com

USING ESKER MAIL SERVICES TO STREAMLINE THE PRINTING & SENDING OF CUSTOMER DOCUMENTS

Lafourchette.com selected Esker to manage the sending of its customer invoices, reminder letters and collection letters in France (over 100,000 pages annually). The decision has led to significant gains in speed, productivity and reliability, enabling lafourchette.com to handle its growth in France and internationally more effectively.

Background

Launched in 2007 as a startup, lafourchette.com has since become a giant in online restaurant reservations in France, Spain and Switzerland. In 2013, lafourchette.com restructured its financial department to better meet the needs of the company's rapid growth and high reporting/profitability standards (e.g., 10 new hires, creation of new processes and financial tools, implementation of Microsoft Dynamics® ERP).

It was in this context of change and restructuring that Sylvie Nhansana, lafourchette.com's Group Administrative and Financial Director, decided to rethink the way the company processed and delivered invoices to its 12,000 partner restaurants.

Challenges

Until now, one full-time employee managed the printing and sending of over 7,000 monthly customer documents (invoices, reminder and collection letters), while an external service managed the folding, stuffing, stamping and delivery to the post office. It took 10 days from the time the invoice was printed to when it was received by the customer.

Faced with a slow and error-prone process, lafourchette.com's financial management team decided to implement an automation solution that would send customer invoices as quickly as possible. The company's objectives were clear:

- Reduce invoice handling and sending time (creation to reception) from 10 days to 1 day
- Optimize company assets
- Free up staff time

Solution

Today, lafourchette.com automatically and transparently submits customer invoices directly from their MS Dynamics ERP system via Esker Mail Services (as part of Esker's Accounts Receivable automation solution).



With over 12,000 partner restaurants, we could no longer afford to manually process and mail our invoices and other documents. Esker knew how to respond to our needs, and in less than one week from our initial meeting, the contract was signed. We were impressed by Esker's service level in France and internationally, its professionalism and its numerous customer references.

Sylvie Nhansana — Administrative and Financial Director



Invoices, as well as over 1,500 monthly reminder letters, are sent to Esker mail production facilities where they are printed, folded, stuffed into envelopes, stamped and handed off to the local postal service within 24 hours. Mail is tracked in real time and any incorrect mailing addresses are corrected automatically.

"Before, one person would spend several days printing and sending invoices; with Esker, it only takes five minutes to mail 7,000 monthly invoices, and they're in the postal stream within 24 hours of creation. Esker Mail Services has allowed us to modernize our processes and brings a sense of progress and innovation that motivates us to keep improving," said Sylvie Nhansana.

Results

Lafourchette.com has achieved numerous benefits with the help of Esker including:

- **Time savings:** Invoices are printed quickly and automatically the day they are created.
- **Increased productivity:** Previously, 75% of one individual's time was spent printing and sending invoices; today, it's down to only 10%, and has evolved into a more general accounting role.
- **Reduced operational costs:** This includes labor, equipment maintenance, the purchase of consumables and more.
- **Improved visibility:** Real-time status notifications allow for enhanced mail tracking capabilities.
- **Reduced Dales Sales Outstanding (DSO)**

The next phase for lafourchette.com will be to implement Esker Mail Services for its subsidiaries in Spain and Switzerland, along with automating other document processes with Esker's shared platform.



Thanks to Esker, our invoices are sent quicker and paid faster. We are able to finish our end of month closure within two days of the end of month in all three of our subsidiaries.

Sylvie Nhansana — Administrative and Financial Director

About lafourchette.com

Founded in 2007 by Patrick Dalsace and Bertrand Jelensperger, lafourchette.com is the leader in online restaurant reservations in France and Spain (under the brand ElTenedor). The company also provides restaurants with a cloud-based software to manage their own reservations in-house (i.e., an "intelligent" reservation book). Lafourchette.com has over 12,000 partner restaurants (including renowned chefs, large chains and independent restaurants). In 2013, the company directly generated over 200 million euros in sales revenue for its partner restaurants.

©2014 Esker S.A. All rights reserved. Esker and the Esker logo are trademarks or registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.