



POWERING BUSINESS GROWTH & EFFICIENCY THROUGH ESKER CLOUD FAX SERVICES

Integrating Esker Cloud Fax Services into its current SAP® environment, Custom Products Corporation (CPC) was able to optimize its inbound and outbound faxing into a more efficient and affordable process.

Challenges

CPC processes more than 700 inbound and outbound documents each month — primarily by sending quotes or receiving orders via fax. Prior to Esker, CPC managed its faxes in a common business area that held four fax machines.

A hired “runner” was tasked with manually receiving and delivering each fax. In addition to the unnecessary monitoring and overhead this caused, orders would often be received late, become lost or be duplicated.

Efforts to improve the current process were spearheaded by the IT Administrator at CPC, who built an electronic server with fax nodes to send and receive faxes on behalf of the company. Unfortunately, this led to separate issues. “A single machine running three fax nodes gets confusing in a hurry,” said the IT Administrator. “We were getting customer complaints about dropped calls and sending things multiple times — the normal hiccups of a down-and-dirty fax service like ours.”

Hardware vs. hosted

CPC began exploring options for a new fax solution. Investing in hardware was considered initially but eventually ruled out because it lacked economic sense.

“We weren’t in a position to spend a lot of money on new hardware,” said the IT Administrator, explaining how adopting a hosted solution seemed to be the most realistic plan for CPC. “To us, it was a practical way to offload a lot of the responsibility and manual-intensive labor in our process. We just needed to find the right solution.”



We’re thrilled with the availability and reliability of Esker Cloud Fax Services. Knowing that faxes will be sent without error or complication is pretty monumental for us.

IT Administrator



Solution

After familiarizing himself with some of the leading companies for hosted fax solutions via Internet searches, the IT Administrator set out to look for additional information, stating: “I put the feelers out to a handful of hosted-solution companies. Esker got back to me immediately.”

The IT Administrator was particularly impressed with the speed and fluidity of the entire discovery process, saying: “It was incredibly easy. The Esker sales staff showed me exactly what we would be spending money on. There wasn’t a, ‘Let’s schedule something a week from now’ — I had a demo the same day.”

A new way of faxing

Using Esker Cloud Fax Services, CPC’s inbound faxes can now be immediately accessed in one centralized email address, while outbound faxes can be sent right from the user’s email. This new feature thrilled the IT Administrator, as he stated: “I can pull up faxes that just came in right on my phone. This is something we could never have imagined until we had Esker.”

Real Results

Through CPC’s previous faxing method, if there was a question by a customer regarding a fax, it would have to be sent again. Consequently, the potential for creating redundancy was always existent. Esker Cloud Fax Services ensured the IT Administrator and the rest of CPC’s staff that such inefficiencies would be eliminated.

“With Esker, it’s no longer a question of if a fax went through,” said the IT Administrator. “We know it did. There is total confidence. In fact, I even received a voicemail from one of our clients who had experienced problems in the past proclaiming how fantastic our new solution is.”

Utilizing Esker Cloud Fax Services has helped CPC:

- Implement a scalable, reliable and integrated on-demand fax service without investing in new hardware
- Reduce the instances of lost, duplicate and late faxes
- Improve relationships with customers
- Get more value out of the individual in the “runner” position by eliminating previous paper-chasing duties
- Put more control in the hands of its sales staff



I have not had a single complaint since implementing Esker. For how little investment we have in this, it's very scalable. We're getting so much value in return.

IT Administrator

About Custom Products Corporation

Founded by the Perkins family in 1985, CPC began as a one-person sign company. Since then, the company has grown to over 50 employees with four production divisions utilizing over 70,000 square feet of manufacturing space. It has sales in all 50 states and several foreign countries.

This growth could only have occurred as a result of hard-working employees, loyal customers and a sound business philosophy centered on: price, delivery and service.

www.cpcsigns.com

