

# Esker Applies B2C Customer Experience Best Practices to B2B

**MIDDLETON, Wis. — Oct. 29, 2019 —** Esker, a worldwide leader in AI-driven [process automation solutions](#) and pioneer in [cloud computing](#), today announced its continued development and increased investment in Customer Experience (CX) worldwide. Esker's objective is to deliver the best possible customer experience, improve customer satisfaction and ensure customers benefit from their cloud-based solution long term. Esker's CX approach addresses customers' growing expectations in the B2B sector, particularly in the software industry.

Esker has built its success on customer satisfaction. With sustained growth and an increasing number of customers around the world, Esker continues to innovate with a worldwide CX approach to support customers locally and globally.

"Already pervasive in the B2C environment, CX is just as important in B2B, particularly in cloud-based activities where the customer relationship is long lasting. In mature markets, like the software industry, it's no longer enough to just deliver a quality product," said Steve Smith, U.S. chief operating officer at Esker. "Esker is committed to making our customers feel valued, understood and engaged. We are dedicated to their continued success."

## An Innovative CX Approach

Esker's approach to customer success has aided all company departments in addressing and implementing critical end-user feedback, not only related to the solution itself, but also in regard to training, documentation and technical support. Esker's CX services strive to create better customer experiences through several objectives:

- **Measure and improve user satisfaction at each milestone via indicators** such as Customer Satisfaction Score (CSAT), Net Promoter Score (NPS) or Churn Rate (Customer Loss Rates)
- **Accompany customers through personalized (high touch) and collective (low touch) approaches** such as audits of end-user practices and suggestions for improving solution use, trainings, setting up user communities to share best practices via webinars, white papers, etc.
- **Provide feedback from the field to the various departments involved**, as concrete feedback is used to advance software and services solutions based on experience and facts

(continued)

## Dedicated Teams

Initiated in the U.S., Esker's CX approach has extended to all global subsidiaries through the creation of dedicated teams. Each subsidiary has its own CX team to ensure the same quality of service in all countries. These local teams take into account the language, culture and behavior of end users.

## About Esker

Esker is a worldwide leader in cloud-based document process automation software, helping financial and customer service departments digitally transform their purchase-to-pay (P2P) and order-to-cash (O2C) cycles. Used by more than 6,000 companies worldwide, Esker's solutions incorporate technologies like artificial intelligence (AI) to drive increased productivity, enhanced visibility, reduced fraud risk, and improved collaboration with customers, suppliers and internally. Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. For more information on Esker and its solutions, visit [www.esker.com](http://www.esker.com). Follow Esker on Twitter [@EskerInc](https://twitter.com/EskerInc) and join the conversation on the Esker blog at [blog.esker.com](http://blog.esker.com).

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### **Esker, Inc.**

1850 Deming Way, Suite 150  
Middleton, WI 53562 USA  
Tel: (608) 828-6000  
[www.esker.com](http://www.esker.com) | [info@esker.com](mailto:info@esker.com)

### **Press Contact: Brittany McLaughlin**

Tel: (972) 850-5869 – [bmclaughlin@ideagrove.com](mailto:bmclaughlin@ideagrove.com)

### **Investor Relations Contact: Emmanuel Olivier**

Tel: +33 (0)4 72 83 46 46 – [olivier@esker.fr](mailto:olivier@esker.fr)

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