

# Esker Solutions Help Jenny Craig by Nestlé Nutrition to Improve Customer Communications

Derby, UK – December 20, 2010 – **Esker, the leader in document process automation solutions, announced today that it has been chosen by Jenny Craig by Nestlé Nutrition to automate and externalise the daily sending of mail, emails and short message service (SMS) messages to its customers. Deployed in less than one day in the 17 Jenny Craig centres across France, the Esker solution responded to the demands of Groupe Nestlé in terms of accountancy, security and quality of service.**

Jenny Craig by Nestlé Nutrition offers a personalised weight loss approach based on weekly appointments with a dedicated consultant, either in person at a local centre, or by telephone with Jenny Direct. The consultants in the 17 centres, as well as the customer relationship centre in La Baule, France, ensure the daily monitoring of all their customers: appointment confirmations sent by email or SMS and personalised reports following each appointment sent by mail. Each month over 3,000 letters, 3,000 emails and 5,000 SMS are sent by Jenny Craig consultants.

Faced with a steady increase in mail, email and SMS activity, the company was looking for an external solution to:

- Simplify and unify the communication process of all 17 centres, including the customer relationship centre
- Improve the quality and tracking of mail, emails and SMS messages sent to customers
- Gain in productivity and increase savings

“As a subsidiary of Groupe Nestlé, we have very strict security and quality requirements, which Esker was able to respond to perfectly. The simplicity of the Esker solution installation allowed us to equip our customer relationship centre and our 17 centres in less than one day. Today, thanks to Esker, the sending of all mail, email and SMS is automated and does not require any manual intervention. We are very pleased and satisfied with our decision to work with Esker and have even been able to achieve a significant decrease in sending costs,” said Ludovic Moine, IT Manager, Jenny Craig by Nestlé Nutrition.

Completely integrated into its IT system (ERP Proginov and Citrix solutions), the Esker solution today enables Jenny Craig by Nestlé Nutrition to:

- **Gain in productivity, speed and flexibility:** mail, emails and SMS are sent daily, directly from the ERP system without any manual intervention.
- **Reduce costs:** Jenny Craig by Nestlé Nutrition has reduced sending costs and eliminated expenses associated with metering machines, consumables and routers.

- **Track all sent items:** each consultant has access to the delivery status of all mail, email and SMS via the user interface. This functionality enables Jenny Craig by Nestlé Nutrition to confidently confirm all mail, email and SMS sent to customers. With the ability to update an interface with information relative to customers' addresses (if they have moved or changed addresses), Jenny Craig by Nestlé Nutrition can rectify errors and keep its customer database up to date.
- **Offer its customers a web portal, enabling them to monitor their personal accounts:** Jenny Craig by Nestlé Nutrition provides its customers with a web portal, allowing them to consult follow-up documents and information online. Designed to improve customer relationships, this new tool keeps information for two months and enables the Jenny Craig by Nestlé Nutrition teams to follow and keep track of the documents consulted by its customers.

## About Jenny Craig by Nestlé Nutrition

Jenny Craig offers a comprehensive Food-Body-Mind program designed to help clients manage their weight by creating a healthy relationship with food, building an active lifestyle and developing a balanced approach to living. With its tailored YourStyle® program, Jenny Craig is committed to a personalised approach to weight loss by offering each client a one-on-one weekly consultation and a customized weight management plan designed to optimize individual success. Jenny Craig, Inc., based in Carlsbad, CA, is one of the world's largest weight management companies, with more than 725 company-owned and franchised Centres in the United States, United Kingdom, France, Canada, Australia, New Zealand and Puerto Rico. Jenny Craig also offers the at-home approach to weight loss in seven countries.

In France, Jenny Craig by Nestlé Nutrition employs over 80 people in its 17 centres across the country and its customer relationship centre in La Baule.

## About Esker

Esker is a recognised leader in helping organisations 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 organisation. 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.co.uk](http://www.esker.co.uk).

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