

A background image showing several glasses of beer in a bar setting, with a teal overlay box containing the title.

REMARKABLE LIQUIDS

IMPROVING CUSTOMER EXPERIENCE THROUGH AUTOMATED REMINDERS & PAYMENTS

BACKGROUND

Remarkable Liquids distributes some of the world's finest beer, cider and mead to restaurants, bars and stores throughout the states of New York and New Jersey. The company has only been in business for less than a decade, but, as demand grew, found itself struggling to collect timely payments from its customers. In New York, any licensed retailer that is delinquent on payments for alcoholic beverages is placed on a "C.O.D." list that requires all distributors or wholesalers to require cash on delivery.

Remarkable Liquids knew it needed a solution that could scale with the company, automate collections, keep sales reps focused on sales, and help their customers pay their invoices quickly. The company's first step toward improvement was working with Vermont Information Processing (VIP), a software system specialising in record management for the alcohol and beverage industry. VIP allowed Remarkable Liquids to track and monitor late payments, but there was still the issue of improving payment collection.

"As a small, young company, the AR process is vital to the success of our business," said Jason Napoleon, Vice President of Execution at Remarkable Liquids. "We needed a way to collect payments in a timely fashion without placing the burden on our sales reps, and we needed a solution that would integrate with our new ERP system."

SOLUTION

Remarkable Liquids turned to Esker's Accounts Receivable (AR) solution to modernise and automate its billing and collections processes. The company considered other solution providers but chose Esker due to its user-friendly interface and robust features like automatic payment reminders and "autopay" for customers.

With Esker's Accounts Receivable solution, Remarkable Liquids has greater insight into the status of payments and is able to send customers reminder emails, create collection forecasts and set up automated payment. Sales reps spend less time chasing down collections, and customers are ensured a quick and easy means to process payments. By mitigating the stress and risks of collections, Remarkable Liquids has enhanced the customer experience for a healthy and long-term relationship. Its customers are now able to view AR and all historical invoices, without having to request information from Remarkable Liquids. Additionally, the system is so easy to use that the majority of Remarkable Liquids' customers who sign up for autopay do so on their own accord.

"VIP and Esker are able to work together seamlessly, so that we know when customers need to pay and if they're at risk of being added to the C.O.D list," Jason added. "And the payments flow through the two systems, so that when payments are made through Esker they show up in VIP within a fairly short period of time."

*"Esker gives our customers the ability to **pay quickly and on time**. It's a great way for us to streamline our processes, while providing our customers a solution that helps maintain compliance. With the **efficiency** that's gained, our lean sales team is able to **focus on securing new customers**."*

Jason Napoleon | Vice President of Execution

BENEFITS

With Esker, Remarkable Liquids has seen on-time payments increase. The company is being paid faster and providing a better experience for its customers. Other notable and impressive results include:



Reduction in Days Sales Outstanding (DSO)



Processing of payments directly through Esker for more than 3,200 customers



Adoption of the product's autopay feature by more than 250 customers



Distribution of regular payment reminders to more than 2,500 customers

Within the first year of working with Esker, Remarkable Liquids has collected payment for more than 6,480 invoices through the solution — totalling more than \$3.4 million.



*"The autopay feature has been really beneficial for our customers, while giving us **greater assurance** that we'll receive a payment. The amount of money coming in through Esker **continues to grow** steadily. The solution will be **crucial** as we continue to grow."*

Mac Dearth | Project Manager

ABOUT REMARKABLE LIQUIDS

Remarkable Liquids is a craft distribution and importing company built on the passion for the products it sells. The company scours the United States and beyond to find the best beer, cider and mead available in the world and put them into the hands of its customers in the best possible condition. The Remarkable Liquids team has been in the trenches for years in support of the "craft revolution" telling stories of impassioned brewers, educating consumers and changing perceptions while bringing customers the kinds of beer they want to drink.