

Enhancing Customer Relations by Automating Invoices with Esker



Created in 1950 as a family enterprise, SALTI was one of the first companies to specialise in the rental of construction and industrial equipment.

SALTI has been involved in many prestigious projects including the construction of TGV (high speed train) lines, train stations, the Channel Tunnel and the large national sports stadium, the Stade de France. More and more French companies, factories and strategic centres work with SALTI professional to professional.

SALTI is structured around four activities, each featuring a large range of products: personnel lifting, construction and industrial, energy, and milling and sawing.

With 63 million Euros in sales revenue and over 320 employees, SALTI has 26 rental agencies throughout France.

www.salti.fr

Construction and Industrial Equipment

SALTI, a specialist in construction and industrial equipment rental, selected the cloud-based Esker Accounts Receivable solution to outsource and automate its customer invoices and customer reminder letters. Initially implemented to meet the specific need of a customer who wanted to receive electronic invoices, the Esker solution has enabled SALTI to not only achieve important productivity gains internally, but also improve its customer relations.

Background

Printing, folding, stuffing and sending 8,000 monthly customer invoices was a very time-consuming, unreliable and expensive process for SALTI. Following a request from a customer (that was automating its own in-bound document process) to receive invoices in electronic format, SALTI began to rethink its customer invoicing process.

A significant increase in invoicing volumes and a growing number of specific customer needs (e.g., attached documents, reconciliation of invoices and purchase orders, etc.) led SALTI to seek an AR automation solution.

Requirements

It was crucial that SALTI's new automation solution meet the following requirements:

- Flexibility to handle all invoices according to customer requirements
- One single solution capable of processing all documents in the whole document chain
- Easy to implement

“Our primary criteria was to find a company that could offer us one unique solution, capable of handling all our different customer requirements. With Esker, our customer requirements are taken into account automatically and transparently and regardless of our need, Esker remains our sole contact — with no third-party involvement.”

Frédéric Messier ▪ Customer Service Manager ▪ SALTI

Solution

Thanks to Esker, SALTI is now able to:

- Automate the sending of over 12,000 documents per month including:
 - 8,000 customer invoices
 - 1,800 “preventive” customer reminders
 - 2,500 customer reminders after due date
- Automatically attach the purchase order to the invoice
- Send (with electronic signature) and archive electronic invoices

SALTI also uses Esker Mail Services for mass mailing marketing communications to vendors.

Benefits

SALTI has reaped many benefits from using the Esker solution, including:

- **Improved customer relations:** Thanks to the increased availability of customer service agents, more focus is placed on value-added tasks and there is a greater response to customers' expectations.
- **Significant gain in productivity and reduced handling time:** Teams benefit from increased productivity and more free time, including the team responsible for mailing invoices that now only need to manually process a small amount of specific invoices.
- **Invoices are sent quickly, on time, and as they are generated in the system.**
- **Comprehensive customer reminders process:** All customers are contacted without exception and on time.
- **Traceability:** All documents are available online and contain all processing information (e.g., date and time of processing date, postal service reception, etc.).
- **Archiving:** All invoices are archived and accessible by SALTI teams 24/7.

Following the initial success, SALTI plans on extending the Esker solution to send paychecks, customer reminders via registered mail, and customer payment statement via bills of exchange.

“ The Esker solution has enabled us to free up a lot of time that is now allocated to indispensable activities. Without Esker we would be lost! Time spent sending and sorting invoices and reminder letters, processing missing documents, etc. is now spent with our customers and on more value-added projects like customer surveys and coordination with the marketing department. ”

Frédéric Messier ▪ Customer Service Manager ▪ SALTI

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