



## Business Pricing Systems

Integrating seamlessly with an internet-based CRM solution to provide quick and efficient automated document delivery with FlyDoc



**B**usiness Pricing Systems is a national distributor of retail supplies. The company's product line consists of 20,000 retail supply commodity items, such as shopping bags, barcode equipment and register paper. Each day Business Pricing Systems employees send 25 customized pricing documents, each about four pages in length, via fax and postal mail to active and prospective customers. It also delivers reminder notifications to customers about upcoming order fulfillments and other account news on a regular basis. The company takes a direct marketing approach to bring in new business, thus relying on the delivery of marketing materials to grab the attention of potential retailers.

### Challenge: To customize and deliver outgoing documents via an automated service

Each day Business Pricing Systems employees assembled the company's outgoing documents manually, by first inserting the information into a template and then printing each document individually. Next, the documents were either faxed one by one, or stuffed and sealed in an envelope for postal mail delivery. Each document was customized for the intended recipient, resulting in a process that was tedious and time-consuming, and taking valuable resources away from actual business tasks.

"As a provider of commodity supplies, Business Pricing Systems' competitive edge is our prices," said Rob Hardesty, President of Business Pricing Systems. "However, the documents that show that advantage, both the ones being delivered to our existing customers and the ones that were being sent as a first introduction, were quite the challenge to assemble. Each one needed to be modified for the specific recipient and just printing alone, before faxing or stuffing envelopes, took a tremendous amount of time. And because of that, at times it just wasn't getting done."

### Solution: FlyDoc online mail and fax service

Business Pricing Systems sought a solution that would automate the delivery of these documents without requiring a huge overhaul of existing systems or a major investment in new overhead.

"We looked around at a couple different solutions, but Esker was the fastest to respond and the quickest to offer a demonstration of its services. And most important, the technology performed just as they said and was as easy to use as they claimed it to be," said Hardesty. "It was music to my ears."

Now with FlyDoc in place, delivering outbound documents is completed quickly and easily. By integrating seamlessly with Business Pricing Systems' internet-based CRM solution, VanillaSoft, FlyDoc allows users to export customer data from the application into customized templates. Keeping the documents electronic, users select FlyDoc from the print menu and all the documents are automatically delivered as directed, via fax or postal mail, in a matter of seconds.

For example, if a retailer wants some information about the company delivered to them by postal mail, as soon as the request is made, a Business Pricing Systems agent enters that particular code into VanillaSoft. From there the appropriate document is generated and exported via FlyDoc to be prepared for delivery. The time it takes to deliver one document is the same amount of time it takes to deliver hundreds of documents.

"Customer communications is an integral part of our business. We knew the mass mail and fax were the best way to make the connection, but no one here wanted to do it because it was such a pain to go through the process each day. With FlyDoc this is no longer a problem. It's a snap to set up, simple to format and all documents are sent with one press of a button," said Hardesty.

Hardesty continued, "The technology is efficient, the packaging is professional and most important, the time not spent faxing and mailing is now spent on growing our business."

**With FlyDoc we work better and faster, allowing us to more rapidly grow our business.**

Rob Hardesty ■ President ■ Business Pricing Systems



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Business Pricing Systems has been very pleased with the support Esker has provided throughout the entire relationship.

“From the very beginning, Esker has made it ridiculously easy to do business with them,” said Hardesty.

## Future

Moving forward, Business Pricing Systems plans to expand its use of FlyDoc to include the delivery of invoices to its customers. By simply integrating FlyDoc with its accounting software, preparation and delivery of the documents that used to take the finance department hours each month will be accomplished in minutes.

## Benefits for Business Pricing Systems:

- Efficiency in document delivery
- Easy to use for everyone in the company
- Excellent support from Esker
- Professional packaging
- Opportunity cost – time that was used for administrative tasks now time spent with customers

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