

Legoueix Automates Its Order-to-Cash Cycle with Esker



A family firm established in 1862, Legoueix specialises in the distribution of tools and accessories for professionals in the energy and water industry (plumbing, climate control, heating and electricity). With vast experience and expertise in the water and energy business, Legoueix helps contribute to its customers' operational performance and competitiveness with over 8,000 brands among the biggest manufacturers (e.g., Bosch, Facom, Tubesca, Virax, Ridgid, Chauvin Arnoux, Fluke, Karcher, Fischer, Plombelec). Legoueix's customers include SMBs (e.g., UTB, Balas, etc.), large national companies (e.g., Dalkia, Cofely, Johnson Control, Sodexo, Vinci, etc.) and independent professional groups. Legoueix has been a member of the SOCODA network since 1998 — France's number one network of independent distributors in the building and industrial sectors. In 2012, Legoueix achieved sales revenue of 20 million euros and delivered to 30,000 construction sites.

Industrial Supplies

After previously selecting Esker to automate and outsource the sending of its customer invoices, Legoueix, a leading French distributor of professional water and energy equipment, has extended the use of Esker to automate its order-to-cash cycle — from the reception of customer orders to the sending of customer invoices and their archiving. Esker has enabled Legoueix to optimise its order and invoicing processes, achieve productivity gains, and deliver an enhanced level of service to its customers.

Background

An Esker customer since 2009, Legoueix automates and outsources up to 4,500 customer invoices monthly. Today, Legoueix has extended the use of Esker in order to:

- Automate customer orders (inside sales previously spent 70% of their time on purchase order data entry, to the detriment of customer service)
- Move to electronic invoicing to meet customer needs and optimise its business
- Rethink its operational approach to put customer service at the heart of its organisation

“ We realised we needed to focus on the core of our business expertise to continue evolving as a company. Automating manual processes, such as order processing and invoice delivery, had a lot of potential in terms of time savings and productivity gains. With a successful collaboration already in place, it was only natural that we utilise Esker to automate our entire order-to-cash cycle — customer orders, invoicing and archiving. ”

Sabrina Hauchecorne ▪ Quality and Process Manager at Legoueix

Solution

Thanks to Esker, Legoueix is now able to:

- **Automate the processing of over 50,000 orders per year.** Order data is automatically integrated into the ERP and transferred to the right sales representative who ensures rapid follow-up. Then, customers are able to automatically receive a receipt acknowledgment of their order.
- **Automate and outsource the sending of up to 4,500 customer invoices per month.** Customer invoice processing is automatically launched two times per month from Legoueix's AS400 application. A PDF file is created and automatically transferred to an Esker mail production facility, where it is printed, folded, stuffed into envelopes, stamped and put into the postal service.

- **Send customer e-invoices.** Legouveix can now offer its customers the ability to send them their invoices in electronic format by making them available on a dedicated web portal.
- **Archive customer documents.** All customer documents, including orders, delivery notes and invoices, are archived electronically.

“By choosing Esker, we have been able to entirely rethink our operational approach: We are able to concentrate our efforts on customer service and equip our teams with all of the necessary resources to put our customers at the heart of our organisation.”

Sabrina Hauchecorne ▪ Quality and Process Manager at Legouveix

Benefits

Esker has helped Legouveix increase productivity throughout its order-to-cash cycle and gain a number of benefits, including:

- **Increased productivity in the management of customer orders and invoices**, which are now processed automatically
- **Decreased processing time**, enabling faster shipment of customer orders
- **Reduced postage costs** thanks to the ability to group invoices for the same recipient in a single envelope
- **Optimised traceability and customer database management** thanks to advanced tracking and undelivered mail capabilities
- **Better follow-up** and customer service via electronic document archiving
- **Improved customer service** by freeing up the sales teams for higher-value administrative tasks

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