

Massco Maintenance Supply Company, Inc.: Upholding its corporate mission with automated Mail on Demand



Massco Maintenance Supply Company, a distributor of maintenance, janitorial, lighting, and office supplies to businesses in the continental U.S., needed to automate its business correspondence. They had identified a problem with document output after seeing a steady increase in statement explanation requests, customer complaints, and service interruptions. Massco found a solution that also produced a \$10,000 annual cost savings: automated Mail on Demand e-document processing and delivery services from Esker.

www.massco.com

Distribution

Challenge: Improve document quality and deliverability

In addition to customer service issues, reoccurring difficulties with mail processing and delivery required manual document handling that delayed correspondence and increased operating costs. Recognising the direct relationship between its business documents and its business performance, Massco sought a cost-effective way to improve the quality and deliverability of its business mail.

"We knew we had to solve the problem through automation," recalls T.J. White, IT Manager at Massco, "but we weren't sure how to do it or what to use. Automated business mail was new for us, so finding a provider we could trust was extremely important."

Solution: Esker Mail on Demand

Assessment of the available technologies led Massco to Mail on Demand from Esker. The Mail on Demand service automates transfer and conversion of data and paper documents into print format for postal delivery, or into electronic formats for delivery via fax, email, web, wireless, archive, and other channels. Esker offered Massco a comprehensive solution combining document assembly, high-quality printing, and presorted mail services with Esker DeliveryWare e-document delivery capabilities for Massco customers and trading partners who prefer to receive business documents electronically.

Massco first automated the printing and mailing of invoices and credit collection letters, with options for fax and email as needed. Today, the Mail on Demand solution processes over 4,000 of these documents per month, with mail accounting for 85% and fax/email for 15% of the total.

Return on Massco's Mail on Demand investment was immediate. Only 6 months into the project, Massco realised annualised savings of \$10,000 on postage, forms, and dedicated labor. They also avoided the cost of new equipment and the effort of new implementation. Best of all, says White, *"Our correspondence is professional-grade, delivery is fast and guaranteed, and we have document options to satisfy every customer's need."*

Benefits

Following this initial success, Massco is now redesigning and automating delivery of quotes and order forms — with 95% of these documents going out via fax and email. They are also implementing a customer-friendly online order confirmation and archiving system.

“ With Esker technologies handling our document delivery, we are living up to the promise expressed in our mission, ‘working together to exceed customer expectations.’ ”

T.J. White ■ IT Manager ■ Massco