



# TREK BICYCLE

## REDUCING DSO & IMPROVING GLOBAL CUSTOMER EXPERIENCE WITH AUTOMATED COLLECTIONS MANAGEMENT

### BACKGROUND

Trek Bicycle is a privately owned corporation headquartered in Waterloo, Wisconsin. As the largest bicycle company in the United States, Trek has 16 international distribution centres and 5,000 independent bicycle dealers around the world. Not bad for a company that started back in 1976 in a barn with just five people. However, if there's one downside to global business success, it's this: Managing important business processes – in Trek's case, collecting payments – is often costly, complex and unsustainable.

"We didn't have a standardised collections tool before Esker," said Andrew St Clair, Global Director of Financial Services at Trek Bicycle. "Everyday tasks, like sending reminder letters, were all done manually. We made it work, but there was no real consistency in our process. And with 60% of our business coming from abroad, it was crucial that we had a true global solution."

### SOLUTION

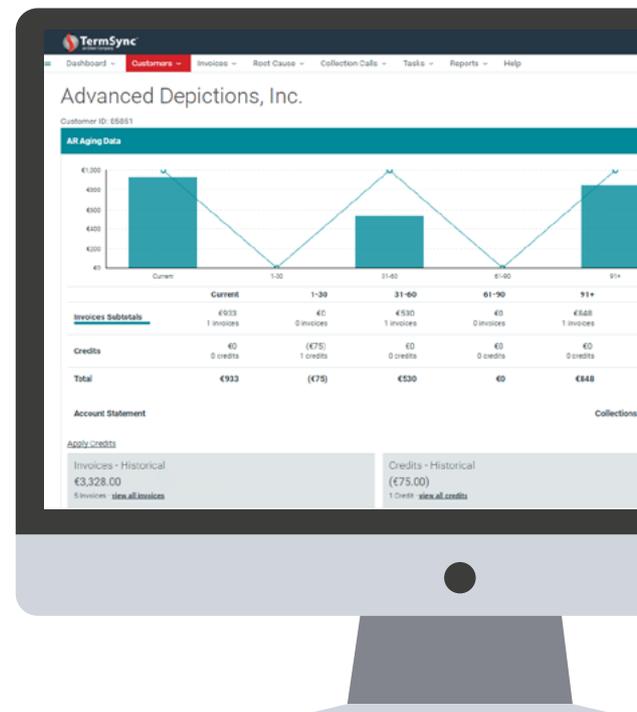
With Esker, Trek now has a collections management solution specifically designed to standardise global operations, utilised by 32 collectors in 18 offices worldwide, while also making its process faster and more user-friendly for both staff and customers. The solution was officially rolled out in March 2017 and is currently being released to Trek customers in Europe and the United Kingdom.

"The other credit and collections vendors we looked into didn't have Esker's global expertise," said St Clair. "One of the big benefits during implementation was how flexible Esker was. They worked with us to translate the interface into 14 different languages, engaged with our international partners on payment strategies, and even helped us in improving the look and feel of our statements. It was a true partnership."

#### How it works

Esker's Collections Management solution works similarly to how other departments use CRM software to manage critical workflow functions. Through a centralised digital interface, users can orchestrate post-sale collection interactions with greater ease, oversight and autonomy thanks to tools such as:

- Payment reminder emails
- Rule-based task lists
- Collections forecast
- Root-cause analysis & deductions
- Account lookups & call logging
- Payment plans



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Andrew St Clair | Global Director of Financial Services

## BENEFITS

Trek has achieved numerous business benefits since implementing Esker. Here are six of the company's most note-worthy results:



**Reduced past-due percentage by 4%**



**Reduced Days Sales Outstanding (DSO)**



**Increased productivity;** several staff members were able to be reallocated to more business-critical positions



**Improved collaboration;** users can now go into Esker, choose an invoice and assign tasks to other departments (e.g., cash application, etc.)



**Higher satisfaction;** customers now have access to a self-service portal to make payments, manage preferences and more



**Enhanced visibility;** customisable monthly management reports can be accessed directly from the dashboard



*“The discipline that Esker drives in the credit and collections process is phenomenal. In my 20-plus years, it’s the **best product** I’ve ever used based on its **simplicity** and **ease of navigating.**”*

Andrew St Clair | Global Director of Financial Services

### ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and bicycling-related products and accessories. From Tour de France-winning road bikes to tricycles designed to introduce the next generation of riders to the possibilities of pedal-power, Trek has a bike for nearly every rider. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, including obesity, traffic congestion and climate change, and is committed to breaking down the barriers that prevent people from using bicycles more often for daily transportation, recreation and inspiration.

[www.trekbikes.com](http://www.trekbikes.com)