

## CASE STUDY

# Pellerin Milnor Improves Customer Service with RightFax

*"Please hold!" Words Pellerin Milnor wanted to remove from its call center dialogue. Employees often had to leave their desks to send urgent faxes to customers or dealers. Time spent sending a manual fax increased call duration or pulled Parts Department representatives out of the call center environment all together. With a commitment to exceptional customer care, the delayed service process was unacceptable to Milnor. The organization installed Captaris RightFax enterprise faxing and obtained time- and cost-savings along with improved customer service.*

## BACKGROUND

For more than a half century, Pellerin Milnor ([www.milnor.com](http://www.milnor.com)) has manufactured world-renowned laundry machinery. Approximately 600 employees work at the Kenner, Louisiana, (New Orleans Metro) factory where machines are produced and shipped to locations around the globe. The company works to back its products with extensive engineering and manufacturing capabilities, as well as unmatched product support.

## THE CHALLENGE

Every week, Milnor ships in excess of 100 parts orders per week and over 300,000 parts annually. Every order must be handled efficiently to meet Milnor's exceptional customer service standard. "In the manufacturing industry, we have a slightly larger percentage of parts customers who find faxing the most convenient, expeditious method of getting information," said Tony Cloud, Pellerin Milnor ITS Manager. Unfortunately, Milnor's old methods of faxing proved anything but fast and easy.

Cloud explained: "Quite often, our Parts Department employees must fax information to dealers or customers. Since they are on the phone within the call center, they had to put the customer on hold, print the order, get up and go to a fax machine and fax the document manually." The process often took several minutes and several trips across the hall to the machines to verify that faxes were transmitted and received.

Other departments also rely on faxing. The Laundry Engineering group designs and drafts laundry facilities layouts and/or is the consultation team for large installations. "The Laundry Engineering group faxes a lot of drawings to customers," Joan Eaton related. Eaton works as the Pellerin Milnor Site Administrator. "For large installations, our engineers do the design work for customers and distribute a high volume of technical information and drawings to customers." Again, such detailed work depended upon slow, manual faxing for transfer.

Eaton also described the challenge of staying in touch for traveling employees. "As an international company, Milnor has people that cover pretty much every country," Eaton went on to say. "In many locations throughout the world, the Internet is not always readily available, but a fax/modem line usually is!"

To answer its faxing needs, Milnor looked for a cost-effective solution that would give employees greater access to faxing, while leveraging its existing infrastructure.

## THE SOLUTION

"We looked at three or four proposals from different vendors," Cloud said. Then Milnor found Captaris business information delivery: "We simply felt it was a combination of the best product, the best fit and the best vendor." Captaris RightFax is the proven market leader in enterprise fax and e-document delivery solutions. Milnor worked with Norstan Communications, a voice and data solutions provider, to install RightFax Enterprise Server. "Norstan has been responsive to our needs," Eaton explained.

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*"We realized more than 50 percent savings using RightFax desktop faxing over fax machines." —Tony Cloud*

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### Phone Savvy

"With RightFax, faxing is done from the desktop while call center employees are interacting with customers," Cloud related. Since employees now send faxes directly from desktop applications, such as Microsoft Word, they are able to better serve customers while saving time and effort. Eaton described: "I've had the occasion to be in the Parts Department to watch and hear employees on the phone with a customer. While they were talking about a document that a customer needed, the rep brought up the information, filled out the fax form and clicked 'Send.' Without missing a step, the rep was able to say, 'The fax is on its way.'"

RightFax also enables the Laundry Engineering group to fax in-process drawings for editing. Customers appreciate the quick response and all Milnor employees enjoy more time to complete other tasks. "When we look at the solution as a whole, the productivity gains by having desktop faxing are substantial," Cloud said. Milnor expects to see additional results with Docs on Demand, an add-on module that automatically faxes data to callers who key requests via phone.

### Dollar Sense

Saved time translates to cost savings, according to Eaton, and Milnor has also saved thousands by eliminating physical fax machines and reducing fax lines. "We ran history reports and long distance cost comparisons before and after installing RightFax," Cloud concluded. "We have realized more than 50 percent savings using RightFax desktop faxing over fax machines." Cloud also estimates hundreds are saved each year in supplies and maintenance costs.

### Resourceful Use

Along with sending faxes from the desktop, Milnor employees receive faxes in their Microsoft Outlook email Inboxes via the RightFax Gateway for Microsoft Exchange. Most RightFax users have DID numbers so faxes are delivered directly. Others receive faxes through a central contact. "Before, factory floor guys had little chance of tracking down incoming faxes," Eaton said. "Now their faxes are directed to the factory support staff, who forward the documents via email." Searching for fax machines is also eliminated for traveling employees who now manage faxes via laptop. Email integration is easy-to-use and offers quick payback, Eaton stated. "For our Service/Parts, Marketing and Engineering groups, a great benefit of RightFax is the ability to pull fax recipients from a public MAPI Outlook contact list...it makes sending faxes faster and more accurate as there is only one contact list per department to maintain."

## FOR MORE INFORMATION

**Captaris** - is a leading provider of Business Information Delivery solutions that integrate, process and automate the flow of messages, data and documents. Captaris produces a suite of proven products and services, in partnership with leading enterprise technology companies, delivered through a global distribution network. Captaris has installed over 80,000 systems in 44 countries with 93 of the Fortune 100 using the company's award-winning products and services to reduce costs and increase the performance of critical business information investments. For more information please contact us at [www.captaris.com](http://www.captaris.com) or call +1.520.320.7000.

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