

McCoy's Building Supply: Building fax efficiency for better customer service



Founded in 1923, McCoy's Building Supply Centers is one of the largest family-owned businesses in the building supply industry, providing a complete array of materials and services to its customer base. The San Marcos, Texas-based company employs more than 2,000 people and operates 84 retail stores along with two door and millwork manufacturing facilities in five states, including Arkansas, Mississippi, New Mexico, Oklahoma and Texas.

www.mccoys.com

Retail

“I've been very satisfied with the solution and how it operates, and with the support from Esker. I even recommended Esker Fax for Notes to a colleague of mine.”

Ray Gabriel ■ Database Analyst ■ McCoy's Building Supply

Challenge

McCoy's Building Supply Centers does a significant volume of faxing to vendors for material and other purchasing, and to customers for billing, invoicing, sales orders and quotes/bids in addition to administrative faxing. The company's faxing goes through a variety of programs using both Windows and Unix-based systems.

In 1999 McCoy's started to eliminate its physical fax machines by implementing Esker VSI-FAX to be more productive when sending out purchase orders and sales orders. *"It was time in the business plan to keep up with technology through a point-and-click system,"* said Ray Gabriel, Database Analyst at McCoy's Building Supply. *"We knew it would be a lot easier if our people didn't have to print POs, walk to the printer and back, and then run the documents through a fax machine. There was a lot of time spent doing that, which affected customer service."*

Solution: Esker Fax for Notes

Notes and Unix integration drove McCoy's decision to choose Esker. The company migrated to Esker Fax for Notes and upgraded to digital lines. Along with desktop faxing in and out of Lotus Notes, Esker Fax for Notes ties into the POS (point of sale) system and eliminates the need to re-engineer fax tags already in place. If a fax fails, the user receives an email notification that links to the Document Manager interface of the Esker solution, where they can view the failed fax and related information.

McCoy's uses Esker Fax for Notes to handle a daily volume of about 1,200 faxes, plus about 2,000 invoices faxed to commercial customers once a month. About 200 users have a virtual fax (DID) number for automatic routing of inbound faxes via email. *"This is mostly at the corporate level, but some stores are set up with it,"* said Gabriel. *"A few outside sales reps have this as well. And everyone can send faxes from the desktop."*

Benefits

"One of the most beneficial features of the Esker solution is that we can view physical faxes," said Gabriel. *"That's a huge plus because the stores don't have a lot of time to research which faxes have failed. Now they can just point and click and do it in much less time. It's far more efficient, and there's no doubt it has helped us in providing the upmost in customer service,"* said Gabriel.

With Esker Fax for Notes, McCoy's Building Supply has been able to:

- Enhance customer service with reliable and efficient faxing
- Save time and money as a result of automation
- Manage faxing effectively with easy trouble-shooting tools

"Support has been great," Gabriel added. *"I was especially impressed with how Esker Professional Services captured screenshots of our implementation for future reference. I've never seen any other vendor document everything so thoroughly."*

Future plans

The Esker solution and digital lines with DID routing has positioned McCoy's to make a planned switch to Fax over IP in the near future.

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