

# Everybody wins

How to build a customer service experience that meets your needs and theirs





# Automation for all!

Many organizations automate client-facing processes—say, offering solutions that enable clients to track the status of their payments—to boost customer satisfaction. That’s a key benefit, of course, but it’s not the only one.

Your company can also streamline many of its internal operations, including accounts receivable, credit and collections, and ecommerce, with automation. This means:

- Fewer errors
- More efficient processing and cash conversion
- Happier employees

The value of these gains becomes even more significant as your business grows.

The companies that automate their accounts receivable (AR) functions will truly reap the benefits. “One benefit of automation is that AR processes move more quickly, reducing costs and accelerating time to cash,” says Jeff Stangle, Billtrust’s Product Marketing Director.

So yes, empower your customers with automation—but don’t forget about the benefits for your internal finance team.

## Make it crystal clear for customers

Automation is a great way to increase transparency, because many solutions collect invoices and payments in one central, easily accessible repository. Customers can quickly see amounts they owe and what they've paid, without having to make calls or send emails.

This transparency can help vendor organizations increase their ability to collect late fees, too. Because customers can easily see when they received their invoices and the due dates, they know when their payment is late.



### CASE STUDY

One company implemented Billtrust's invoicing and payments solution so it wouldn't have to print and mail invoices and statements. Several years into this initiative, about 85% of the company's invoice statements are delivered electronically, and customers can easily access and pay their invoices through the solution.

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# \$11.2 billion

The U.S. 2022 global  
e-invoicing market

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# 70%

of one Billtrust  
customer's invoice  
statements are now  
delivered electronically  
after implementing  
our invoicing and  
payments solution.

## Keep employees happy, too

Few workers today are interested in jobs that require lots of manual paper-processing, which often is repetitive and physically draining, especially as volume increases. "In talking with customers, we know a pain point is simply finding people today who are interested in handling manual processes. It's not easy," Stangle says.

Moreover, when employees must devote much of their time to manual tasks, their ability to handle other responsibilities is limited.

### CASE STUDY

One Billtrust client found its receivables volume had grown so large that employees were spending entire days on cash application, because they needed to hand-key every payment. As a result, they struggled to provide additional customer service.

Automation helped the company both enhance customer service and manage its growth without adding overhead. Employees can focus on exceptions, rather than spend time on data entry. The high match rate possible with an automated solution also allows employees to be more efficient and accurate in payment application, while facilitating stronger customer service.

# With automation, everyone wins

A solution like [Billtrust's Business Payments Network \(BPN\)](#) optimizes the invoice and payment sides of every transaction, says Shirra Frost, Billtrust's Senior Director of Product Marketing. Both vendor organizations and their customers benefit.

## 100 AP portals? No problem

On the invoicing side, a solution like BPN addresses a problem facing many business buyers today: the proliferation of accounts payable (AP) portals. It's not unusual for a company to have to work with up to 100 AP portals, each with different rules and procedures, Frost says.

BPN connects to more than 190 AP portals and is adding more every day, Frost says. Corporate suppliers can use BPN to:

- Send invoices and receive payments from buyers without having to learn multiple AP portals
- Get paid faster and track payments
- Uncover any exceptions

For example, when a buyer emails a virtual card payment, the system will automatically retrieve the card information needed to make the payment.

## Don't waste time with tedious data entry

The benefits of the solution extend to your employees. BPN automatically retrieves remittance information submitted by buyers, freeing workers from having to hunt for this data. In addition, payments are automatically processed, leaving them time to focus on higher-value work.

Just as important, automation reduces the human error that often accompanies manual data entry. "The process contains less friction and is less costly for suppliers" Frost says.



### CASE STUDY

One Billtrust client is a franchise organization. The corporation owns the receivables, but the franchisees handle collections. To ensure proper payments, the corporate team needs to provide franchisees accurate and timely information on receivables, such as what's been paid and what's still open. With an automated solution, all payments are applied by the end of the day on which they arrived. Payment information can also be quickly transmitted to the appropriate franchisees.





# Speed up the credit and collections process

But well into the 21st century, some organizations are still asking applicants to complete PDF forms and then submit references via multiple separate emails, says Lisa Devashrayee-Oaks, Billtrust's Lead Product Marketing Manager. "Trying to track all this internally is difficult, and the applicant doesn't have visibility to where they are in the approval process."

In contrast, an online credit application system stores credit references, which streamlines the process, assembles all relevant information in one place, and boosts security. "The information is centralized and visible," Devashrayee-Oaks adds.

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**"In credit and collections, you want to provide a quality customer experience, while also designing internal processes that are sustainable."**

Lisa Devashrayee-Oaks,  
Billtrust's Lead Product  
Marketing Manager

## **Ditch the spreadsheets**

When it comes to tracking and managing collections data, many organizations, even larger ones, continue to rely on spreadsheets, Devashrayee-Oaks says.

Collection employees are often handed the sheets and told to reach out to the names listed. This means each employee decides how to prioritize their collection efforts, even if a more coordinated approach would work better for the company. Team members also often have to manually complete tasks like sending payment overdue reminders.

Automation helps companies prioritize their collection efforts. For instance, leaders may instruct collectors to focus on accounts that are at least 30 days past due, or those that have registered disputes—and the easily accessible data makes this possible.

An automated solution can also streamline routine tasks like sending routine payment notices, saving employees' time and ensuring consistent and professional communications. "In collections, you're walking a fine line. You don't want to disrupt the customer experience, but you need to get paid," Devashrayee-Oaks says.

### **CASE STUDY**

**One company that had implemented Billtrust's invoicing and payment solutions found it so effective that management decided to implement the collections and cash app solutions. The collections app offers templates the company can use to generate emails, so its interactions with customers are structured, consistent, and professional.**

**Similarly, the cash application accelerates the process of matching payments to invoices, while cutting errors, the company said. Because remittance information is gathered in one place, searching for it is easier and faster.**



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In 2022, ecommerce sales topped

**\$1 billion**

and accounted for

**14.6%**

of total sales.

Source: U.S. Census Bureau

## Ecommerce: where business and customer collide

B2B purchasing agents are no strangers to the Amazon effect. They want the convenience of ecommerce shopping in their professional roles, too. This means even companies that sell primarily to other businesses need to establish online storefronts.

This is another area where automation can help both customers and employees. Any B2B ecommerce system worth its salt lets customers quickly search thousands of items to find the ones they need, Devashrayee-Oaks says. But the really good ones also:

- Generate price estimates for customers like contractors who need to select products and create bids for jobs.
- Incorporate the invoicing and payment functions, so buyers don't have to go to separate sites to complete their transactions.

"These features streamline the process and provide a fluid connection and transparency to placing the order, getting the bill, and making the payment," Stangle says.

Devashrayee-Oaks is blunt about the necessity of automation. "Technology has evolved to the point that handling ecommerce manually isn't viable anymore," she says.

## Partner or build?

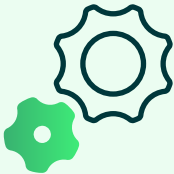
One question you'll want to answer before considering a new systems implementation is whether to build the solution internally or to partner with an expert provider.

For many, partnering offers an effective, practical way to access the expertise and innovation that will enable your organization to make the most of the solution. Billtrust, for instance, has completed more than 5,000 implementations. "We have the expertise to accelerate time to market and time to value," Stangle says.

Once a solution goes live, Billtrust can deploy its broad and deep array of tools, people, and expertise to help your organization maximize its use of the system and achieve its objectives. "Instead of just giving you a portal and a dashboard, we're vested in your success," Stangle says.

Introducing any significant systems change can be challenging, but the benefits increasingly outweigh the effort—for both customers and employees. As one Billtrust customer noted, "After all the growing pains are over with and you get through everything, it is so much better. And you will wish you would've done it sooner."

# To-dos for happier employees and customers alike



Eliminate manual bottlenecks



Streamline multi-channel invoice delivery



Prioritize automated collections efforts



Leverage B2B ecommerce



## Learn more

Visit [billtrust.com](https://billtrust.com) or [contact our sales team](#).

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### ABOUT BILLTRUST

Billtrust is a leading provider of cloud-based software and integrated payment processing solutions that simplify and automate B2B commerce. Accounts receivable is broken and relies on conventional processes that are outdated, inefficient, manual and largely paper based. Billtrust is at the forefront of the digital transformation of AR, providing mission-critical solutions that span credit decisioning and monitoring, online ordering, invoice delivery, payments and remittance capture, invoicing, cash application and collections.



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