



Billtrust Customer Success Story



The Watchung Companies

Overview

The Watchung Companies, headquartered in Lakewood, NJ, is the leading bottled water distributor in NJ, providing bottled water delivery and refreshment services to counties throughout the state. Since its inception in 1903, Watchung has become the exclusive home and office distributor of Poland Springs and Deer Park brand spring waters and also offer a full line of corporate services such as coffee, soda, snacks, and janitorial supplies.

Challenges

Watchung had already realized that their in-house billing processing was becoming too much to handle, so they took steps to outsource this task. Very quickly, they realized that the provider they were using was unreliable and inflexible when it came to the timeliness and efficiencies of processing their statements. The process had become unacceptably slow, with it taking an average of 7 days to get the statements into their customer's hands. The bottom line meant that the time-to-pay was also slowed. Watchung knew that there must be better, more efficient ways to do outsourcing.

Solution

Watchung and Billtrust worked together to create a comprehensive solution that would address their specific needs. The Billtrust Bill Design Team worked closely with Watchung's support staff to understand what types of questions were being made most frequently in the call center. Billtrust then designed a re-orchestrated billing statement that included dynamic marketing message capabilities. Just this effort alone helped reduce the number of customer's bill-related service calls and encouraged quicker payment. Employing Billtrust's 24 hour guaranteed production turnaround, their state-of-the-art machinery, USPS address guidelines, 9-digit zip coding and barcodes, Watchung's bills were now getting to their customers in 3 days or less. To take efficiencies to the next level, Billtrust also incorporated electronic billing into Watchung's solution which including e-mail, fax and online billing capabilities. With a hosted online e-bill solution, Watchung customers could now view and pay their bills online as soon as they were processed. Not only did this serve to maximize efficiencies, it also increased cash flow substantially. To complete the automated billing suite for Watchung, Billtrust provided Watchung's customer service team with access to their online CustomerCare™ solution. This tool allows staff to access archived PDF versions of the customer's actual bill, enabling them to see exactly what the customer is looking at. With only a browser and Internet access needed, bills can be viewed by designated employees anywhere, anytime.

Benefits

- Average Days Sales Outstanding (DSO) went from 28 days to 18 days
- Improved Customer satisfaction through easier to understand billing statement and addition payment and receipt options
- Increased Customer Service productivity with implementation of CustomerCare™ solution
- Increased customer up-sell opportunities by easily adding marketing inserts into bills and incorporating specialized in-bill marketing messaging



Improving your *Billing*. Improving your *Business*.

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