



CASE STUDY

Transportation broker

Finds new order-to-cash efficiencies after custom implementation experience

91% match rate achieved for lockbox

86% match rate achieved for electronic payments

Custom implementation for cash application solution



The Challenge

This transportation broker provides third-party logistical services for over 7,000 customers across the U.S., Canada and Mexico. Their carrier base consists of over 30,000 independent transportation/trucking companies that aid in facilitating the movement of customers' products across the continent.

With such a large customer base, this organization's internal accounts receivable (AR) team was managing complex order-to-cash processes, specifically in applying cash, but also in invoicing and payments. As their customer count continued to grow, this became increasingly challenging as they did everything manually. Also, with their own invoicing portal and ERP, they needed a solution provider who was flexible and willing to accommodate their specific needs.

"The Billtrust Implementation Team genuinely cared about us achieving our ultimate goals, and they did anything and everything needed in order to ensure success. If we decide to utilize any additional Billtrust functions in the future, I would love the opportunity to work with this team again."

**Legal Department Manager
Transportation broker**



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CS-CS59-v2

The Solution

Their AR team was referred to Billtrust by a partner organization. They decided to implement Billtrust Cash Application in 2019, which allowed them to experience high automatches of their payments and remittances. Six months later, their AR team implemented Billtrust Invoicing and Payments. To accommodate their business practice, Billtrust configured a remittance-only file to allow for the payments made in the invoicing portal to successfully match up within Billtrust Cash Application. This required innovation and teamwork, but the team now has a high-functioning, integrated solution that fits their needs.

The Results

Because of their close partnership with the Billtrust Implementation Team, this organization was able to take advantage of a cash application solution that met their withstanding business needs and practices. With the automated technology, they are seeing a 91% match rate for lockbox payments and 86% for electronic payments. Since they've returned to Billtrust for their invoicing and payments solutions, Billtrust also mails their physical invoices to customers which they can also view and pay digitally in their portal.