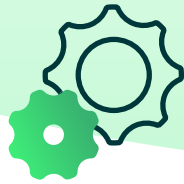


The surprising power of efficiency and automation

What if you don't automate your order-to-cash process?

While your old school accounts receivable (AR) methods may be working just fine, what if there's an even more efficient, scalable, revenue-assuring solution that can bring cash into your hands faster and take your business into the future?



Are you unsure about making the switch to automation? Not convinced that you need state-of-the-art technology to support your business and improve outdated processes? Worried about your ROI? Are you simply satisfied with your tactics for approving credit, invoicing customers, accepting payments and applying cash? How about your collections and delinquent customers?

There are a lot of reasons why businesses hesitate to update old processes, especially when tried and true models are sufficient for now. However, let's take a look at what's really happening to your business when you choose not to automate.

How quickly are your customers paying you?

No matter what industry you're part of, it's more than likely that you're not getting paid fast enough. By continuing to rely on your outdated, manual AR processes though, you'll be sure to increase your Days Sales Outstanding (DSO) in several ways:

- Your manual cash application process might be time-consuming
- You'll have to spend time correcting human errors
- Your cash flow might be interrupted as it takes longer for payments to be processed
- Your team of collectors can only make so many calls to delinquent customers a day
- Finally, your customers may simply miss or forget about mailed invoices

When it comes to that last point, whether you want to believe it or not, your customers are consumers just like you, and in their personal time, they're growing more and more accustomed to efficient, streamlined eCommerce models like everyone else. Yet, if you're utilizing any of these outdated AR routines, you may be delivering a poor customer experience by:

- Delivering invoices how and when you want, regardless of customer preferences
- Designing your invoices to be overly complicated and confusing
- Making paying bills difficult and time-consuming
- Mismanaging customer service calls

Further, if certain customers grow delinquent due to any of these circumstances, their opinion of your business will only become less favorable as they continue to receive calls and emails from your collections department.

How do you compare to your competitors?

It's essential to consider what your competitors are offering that makes them a threat to your business. When companies are making a decision on choosing from one supplier or another, there are countless reasons that will make them say no.

When it comes to payments and AR automation, is it really worth staying behind the times? If you're relying on an outdated process, you can bet your competitors are aware of it and are touting that they provide efficiency and flexibility when it comes to any of the following factors:

- Approving credit
- Presenting invoices
- Accepting payments
- Applying cash

As your competitors continually think of new ways to beat you, you give them a stake in driving the narrative about your business.

How effective are you at collections?

The collections process is an essential spoke in the order-to-cash wheel, and your company's collections analysts have one of the most important jobs critical to financial success - ensuring a company gets paid. Yet just like every other manual AR process, relying on the old school collections call will stifle your cash flow as your collection analysts struggle with:

- Inefficient manual processes
- Lack of visibility
- No clear prioritization policy

There are solutions that solve for all of these pitfalls in the old collections process. However, by continuing to rely on the old model, and not looping it into the fold of other AR processes, your business will only continue to struggle from a lack of accessibility to cash, and your customer relationships will only grow weaker.

What exactly does Billtrust do?

Billtrust will help your business automate some or all of your AR department functions, including credit approval, invoice delivery, invoice payment, cash application and at the center of it all, collections. Each solution aims to deliver new efficiencies to both your internal teams, as well as your customers. For instance, when it comes to Billtrust Collections, we simplify the collections process and allow AR teams to automate contact management, prioritize accounts strategically and offer consistent customer experiences.

Billtrust will also help increase efficiency through the use of electronic billing channels, eAdoption programs and smart automation that make your order-to-cash process flexible and beneficial to your customers.

Even if you're still hesitant about automated AR solutions, just remember the questions above and think about everything you might not be doing to help your business get paid faster.

Ready to automate? Billtrust can help!

At Billtrust, we help businesses modernize and accelerate their order-to-cash process from end-to-end. We speed up the process by integrating credit approval, invoice delivery, invoice payment, cash application and even collections through our flexible and cloud-based solutions.

Why do we recommend automation for every business? It's because we know that it improves client satisfaction rates, speeds up cash flow and reduces DSO every single time.

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