

Corken Steel

HVAC distributor achieves
eAdoption success

CORKEN
GOOD SERVICE



91% ePRESENTMENT

Achieved

31% INCREASE

In electronic payments

ZERO CUSTOMERS LOST

during transition

THE CHALLENGE

Based in Florence, Kentucky, the Corken Steel Products Company has served customers by distributing heating, air conditioning, refrigeration and roofing products since 1955. Corken's mission to "provide customers with better service than they'll find anywhere, anytime" has helped them keep their commitment to customers.

Rob Richardson, credit Manager at Corken Steel, understood that their A/R methods weren't living up to the company mission. Manually printing invoices was time consuming, required a fulltime employee, lacked tracking options and didn't give any flexibility for customers who preferred email and fax delivery. Re-sending duplicate invoices took valuable time away from other customer support needs. On top of that, their payment process was just as time-consuming and inflexible.

THE SOLUTION

Billtrust provided Corken's customers with a branded, secure online portal to both view and pay invoices "anywhere, anytime." Billtrust also helped redesign Corken's invoices and statements, making them easier to read. Corken started automatically enrolling new customers and current customers already receiving fax or email invoices into electronic invoicing. The Billtrust Business Directory provided strategic data for a targeted email campaign aimed at customers who receive electronic invoices from other suppliers.

THE RESULTS

As a result of these efforts, even more customers have moved away from paper. Corken has achieved a 91 percent electronic invoice delivery rate, and in six months, they experienced a 31 percent increase in customer electronic payments. And finally, during all of this, zero customers were lost during the transition to electronic channels. Because of Billtrust, Corken's new reliable, streamlined process continues to help Corken sustain growth while providing stellar customer service every step of the way.

"With Billtrust, we were able to transform our billing process to meet the needs of our customers and drive internal efficiencies."

Rob Richardson,
Credit Manager,
Corken Steel

