



CASE STUDY

# Blanchard Machinery

## Heavy equipment distributor cuts down DSO with Billtrust Cash Application and Invoicing

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**24/7 self-service** access for customers

**79% match rate** achieved

**62% electronic presentment** achieved

**Reduction** in DSO



### The Challenge

Blanchard Machinery has a long history of growth, superior service and customer loyalty. For over three decades, Blanchard has been the trusted leader in South Carolina by consistently providing the highest quality products and exceptional expertise.

As Blanchard and their customer base continued to grow, they were struggling to track invoices sent to customers. The inability to access invoice status complicated the payments process and extended the amount of time to get paid. Additionally, when customers disputed an invoice, it was hard to track down that statement.



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**“Billtrust is great for us because it has opened up a new avenue for customers to actually go out and retrieve their information without actually calling us.”**

**Arnetta Hingleton**  
**Assistant Credit Manager**  
**Blanchard Machinery**

### **The Solution**

Blanchard Machinery was using C-TABS to assist with their cash application process before they were acquired by Billtrust in early 2016. Since moving over to Billtrust, they also learned about the invoicing capabilities and became interested in the ability to provide their customers with more efficient access to invoices.

### **The Results**

After implementing Billtrust Invoicing, Blanchard quickly saw a return on investment as they were able to track the delivery of invoices and customers were given 24/7 access. They're now experiencing a 62% electronic presentment of their invoices which has lowered their DSO. They've also recently implemented Billtrust Cash Application, and are seeing a 79% match rate, which is ultimately helping them get paid even faster.



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