

# Goodman Air Conditioning and Heating

Manufacturer uses digital invoicing and payment solutions to secure savings



Air Conditioning & Heating



**\$600,000 IN SAVINGS IN 3 YEARS**

Projected through digital invoicing

**376% INCREASE IN CUSTOMER ELECTRONIC INVOICING**

Achieved in one year

**62% ELECTRONIC INVOICE PRESENTMENT**

Achieved

**86% AVERAGE CONVERSION RATE**

Achieved for both calling campaigns

## THE CHALLENGE

Since 1982, Goodman Air Conditioning and Heating has focused on delivering reliable, high-quality and affordable indoor comfort to homeowners while working with thousands of local independent heating and cooling professionals across North America.

Goodman has contracted with Billtrust since 2013 to manage and handle their invoice presentment, which historically was paper based. In 2019, however, they established a corporate initiative to further reduce mailing costs by converting more customers to digital invoicing.

### THE SOLUTION

Goodman implemented Billtrust's digital invoicing and payments solutions, allowing customers to view and pay invoices electronically but found initial customer adoption was slow. Working with Billtrust's eSolutions Team, they ran campaigns to encourage Goodman customers to accept digital invoices and convert to digital forms of payments using the Billtrust Business Directory (BBD), a comprehensive index of customers who were receiving invoices from other vendors digitally through Billtrust solutions.

### THE RESULTS

The team ran two campaigns in Q4 2019 and Q1 2020, totaling 805 customers. They were extremely successful and had an average conversion rate of 86%. A year after running the first campaign, they saw a 376% increase in customers receiving invoices digitally. They went from 13% to 62% of their customers receiving digital invoices. As more of their customers adopt digital invoicing and continue to shift away from print, they are expected to save over \$600,000 in three years.

**“With the help of Billtrust’s eSolutions Team, we’ve kick-started the effort to get our entire customer base to switch to digital invoicing, helping us save time and money year over year.”**

### CONTACT US

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