

Customer Case Study

Wholesaler/Distributor Streamlines and Automates Payment Processing for Acumatica

Top Notch Distributors Saves Time and Money with Integrated Payments

Since 1975, Top Notch Distributors has been a leading provider of architectural door hardware products to dealers throughout the United States. Their commitment was to not only offer customers the best architectural hardware brands, but they were also obsessed with the idea of “pursuit of excellence in service” and this became the foundation of Top Notch’s mission.

“The added bonus is that it also facilitates the payment process for our customer, it is easy for them to pay us via the link in the email we send them. They simply click the link in the email that will bring them into their customer portal and they are able to click on a couple of invoices to pay them via ACH or credit card. They can also view or download statements and invoices anytime they want.”

-Tony Prudente, Controller

The Challenge

We had a couple of issues, specifically communicating with past due invoices. Being in the distribution business we have a large number of customers, currently we have around 1,500+ customers with active AR, and we invoice around 50,000+ invoices a month. It became too much for our credit team to keep on top of those accounts having to consistently call or email them manually. We found it very hard to communicate with them until an invoice was severely past due. We also have customers that pay via credit card and in order to process payment they had to physically call us and give us credit information over the phone.

Customer



Industry

Distribution

Integrations



Challenge

100% manual process making it increasingly difficult to manage customer outreach

Solution

- Automated communications and tasks through workflow events
- Customer self-service and integrated payment portal

Results

- 22% reduction in over 45 days bucket
- 100% customer communication coverage, increase by 3x

“We have seen double digital growth in our online payments”

What benefits have you seen after implementing YayPay integrated with REPAY?

The biggest benefit we have seen is automating routine emails to our customers before the due date. We have emails going out from YayPay; 5, 10, 15 and 20 days after the due date customized to the customer. The added bonus is that it also facilitates the payment process for our customer, it is easy for them to pay us via the link in the email we send them. They simply click the link in the email that will bring them into their customer portal and they are able to click on a couple of invoices to pay them via ACH or credit card. They can also view or download statements and invoices anytime they want.

If a customer goes past due, it creates a task filtered by customer for the credit team to follow up. For example, if an invoice goes 25 days past due, if the customer breaks a promise to pay, or if an email gets bounced back it will create a direct task for the credit team to take action. Customers are able to raise a dispute on an invoice that goes directly to the credit team member on that account so that they can start working on the issue straight away. It facilitates the process between the customer and our team.

Our team has really accepted the integration. They are working with it actively, they enjoy it, they like the ease of working with YayPay. Specifically they like that they are able to create a task, note or rule within customer information for the whole team to see. From a management perspective it's good for me to see how the credit team is doing without having to pick up the phone or send an email. I can easily go into YayPay and filter on a specific team member to see how they're doing or even set goals.

What estimated savings have you seen - whether time, cost or DSO?

We're focused on the over 45 day bucket, we've seen a 22% reduction in this area in the first 90 days. We've been able to grow the business without having to add to the headcount in the credit team. We are more efficient these days as the team doesn't have to worry about sending out emails manually via outlook

What have you seen in the way of customer digital payment adoption?

We have seen double digital growth in our online payments with the use of YayPay during the first 60 days and we're on the same trend moving through the next 30. During the recent COVID-19 crisis, we were able to send a mass email to our customers encouraging them to pay online to avoid the delivery of checks to empty offices since we were working remotely. We've seen good trends in adoption by customers and some very positive trends from overall payments. We are constantly communicating with our customers now, so to continue promoting online usage, we'll send them a thank you email for recent payments, we find that strengthens the relationship.