

PLUMBING DISTRIBUTORS INC. CLIENT SUCCESS STORY

Executive Overview

As business grew across several locations, Plumbing Distributors Inc. (PDI), a leader in wholesale distribution, needed to identify an efficient process to send and receive payments from customers. A Billtrust client since 2007, PDI selected Billtrust's Payment Cycle Management solution to help improve their invoice-to-cash process and drive more electronic transactions. The implementation resulted in exceptional time and cost savings as well as an increase in overall customer satisfaction.



The Customer

PDI was founded on June 1, 1973 in Lawrenceville, Georgia and is a distributor of well known brands including American Standard, Kohler, A.O. Smith Water Heaters and Aqua Glass bath fixtures. The company now has seven locations total, six of which are in the Atlanta metropolitan area, and one location in Nashville, TN. With over 40 years of experience, PDI is a leading wholesale distributor in kitchen, bath, and lighting showroom expertise.

Business Challenge

As PDI began to expand, it was clear that a harmonized method for customers to pay invoices was necessary. Initially, PDI employees managed all invoice delivery in-house by printing invoices, stuffing envelopes, and sending invoices through the U.S. Postal Service on a regular basis. To cut costs and save time, PDI recognized that moving to an electronic payment solution was essential to improving efficiency and lowering costs.

BUSINESS RESULTS

- Increased customer happiness with single sign-on portal.
- Electronic adoption increased 47% three months after implementing Invoice Central.
- Ability to track all invoices in one central location.

PDI also wanted to simplify the process for their customers and provide the flexibility to pay invoices at the customer's convenience by minimizing paper invoicing and offering electronic invoice delivery and payment options. PDI customers expressed interest in a system with flexibility and PDI wanted to be sure to adopt a user-friendly solution that would align invoices across all locations.



Consolidation, efficiency, accuracy; those were our key concerns. Billtrust helped PDI eliminate the manual process, save a tremendous amount of time, reduce costs and provide flexibility to meet the needs of our customers and drive satisfaction.”

– Megan Millard, Accounting Manager, Plumbing Distributors Inc.

SOLUTION AND VALUE REALIZED

PDI chose to work with Billtrust, the leader in Payment Cycle Management solutions, because of the ability to improve their manual in-house invoicing process and over customers flexibility in electronic invoice delivery and payment.

PDI's main goal was to minimize paper billing and drive more electronic payments. They began routing invoices through Billtrust's Invoice Central; a single sign-on portal that allows users to pay multiple vendors online. After just three months from going live with Invoice Central, PDI was able to increase electronic adoption to an astounding 47%. Today PDI's eAdoption rate stands at 54%. Leveraging Billtrust's Invoice Central, PDI was also able to easily track customer payments in one central location. “The flexible service suite that Billtrust provides helps us meet the needs of our customers. The team at Billtrust is dedicated to working with us to execute a plan to drive electronic adoption,” explained Megan Millard, Accounting Manager, PDI.

PDI customers are able to pay their invoices when and where it is convenient for them. With customer happiness in mind, PDI wanted to offer the most expedient solution. “We are excited about the flexibility Billtrust brought to PDI and to our customers. We want to continue to drive electronic adoption as much as possible. It allows us to easily send a statement and post a payment to a customer account while allowing the customer to pay invoices at a time that works best for them,” said Millard.

THE LEADER IN
PAYMENT CYCLE
MANAGEMENT
SOLUTIONS

Billtrust provides payment cycle management solutions to accelerate invoice-to-cash. By integrating invoice delivery, invoice payment, and cash application, Billtrust delivers a flexible solution to improve buyer satisfaction and DSO.

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