The Unanet Solution for Gilmore

Gilmore & Associates, Inc., is a full-service engineering and consulting firm that offers civil engineering, environmental, surveying, landscape architecture, and construction management. The firm serves public and private sector clients and projects. Founded in 1918, G&A employees serve offices in New York, New Jersey, and northeastern Florida.

Challenges

Among the inefficiencies and bottlenecks with which the firm was contending:

- A vast majority of clients (70%) of the firm’s 6,000 to 8,000 outstanding invoices were paid by mail, check, or wire, making it slow and labor intensive.
- A lack of client access to convenient payment options was detracting from the customer experience.
- Automated email reminders with embedded links to the AR Automation, with email delivery, enhanced invoice tracking and management, and a central payment options portal, which provided secure and consistent client credit card and ACH payments.
- Inconsistent in email reminders the firm sends include a link to the payment portal. Customers can pay via ACH or credit card, and the automatic invoice reminders the firm sends include a link to the payment portal.

Impact

- Significantly shorter DSO (days sales outstanding) enables the firm to recognize revenue faster. DSO has declined by five days, largely as a result of the firm’s expanded electronic payments capability, resulting in an estimated $50,000 to $60,000 increase in monthly receipts.
- The ability to see client engagement with invoices is a game-changer. The time spent by accounting staff on check processing, check posting, and redundant data entry has been cut by 2+ hours each week, thanks to the AR Automation features such as automated posting and electronic payments.
- Elevated customer experience. As focused as firms should be on using payment tools and other customer-centric tools to improve the customer experience is just as important to the bottom line.
- Emphasize the customer experience.

Keys to Success

1. Automate wherever possible.
2. Endless payment tools in the invoice module includes payment terms, payment types, and payment due dates.
3. Value visibility.
4. Emphasize the customer experience.

For more information visit unanet.com/payments