# Unanet

# New Invoice and Payment Tools Pay Off Big for Gilmore & Associates

## Challenges

The company motto at Gilmore & Associates (G&A) is, "Building on a foundation of excellence." In the past several years, executives at the 102-year-old engineering firm came to realize that G&A could further shore up its foundation – and capture important new operational efficiencies – by strengthening its enterprise resource planning capabilities, and in particular, its handling of client invoices and payments.

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

- A vast majority of clients (municipal agencies comprise roughly 80% of the G&A client base) were paying by mailed check, an inefficient process that extends time to cash.

- A lack of client access to convenient payment options and a central payment portal was detracting from the customer experience.

- G&A lacked visibility into client engagement with invoices once they were sent.

- The firm was inconsistent in following up with clients about their outstanding invoices because it lacked the ability to automatically send those reminders.

## About GILMORE & ASSOCIATES, INC.

Gilmore & Associates, Inc., is a century-old regional civil engineering and consulting firm that offers civil engineering, surveying, landscape architecture and environmental services, chiefly for municipal clients and projects. Founded in 1918, G&A's staff includes 175 employees across seven offices in eastern Pennsylvania and southern New Jersey.

> " Unanet's invoice delivery and payments features have streamlined our operations and enabled our accounting department to work much more efficiently, so now they can focus on important responsibilities and tasks that they didn't have time for previously.
>
> **—Jeffrey Gilmore,** Accountant Gilmore & Associates

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## The Unanet solution for Gilmore & Assoicates

While Gilmore & Associates has been using Unanet A/E by Clearview for more than 12 years, only in June 2020 did it turn to AR Automation for invoice delivery and payment facilitation. Among the AR Automation features the firm is using are automated invoicing with email delivery, enhanced invoice tracking and management, and automated email reminders with embedded links to the Unanet payment facilitation portal, which is equipped with Stripe integration for ACH and credit card payments.

## Impact

The features within AR Automation began paying dividends for Gilmore & Associates almost immediately. Here's a look some of the benefits the firm was realizing after just months utilizing Unanet's invoice delivery and payment facilitation tools:

### Shorter DSO and Fast ROI
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.

### Time savings for PMs and Accounting
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 AR Automation features such as automated posting. Meanwhile, with the ability to automate invoice reminder emails, project managers no longer have the burden of following up with clients about past-due invoices, saving them 2+ hours each week. That in turn frees PMs to focus more on billable hours that bring value to clients and the firm.

### 100% visibility into invoice engagement
The G&A accounting department can view recipient opens and clicks in real time to track customer engagement with emailed invoices.

### Increased electronic invoice payments
The number of Gilmore & Associates clients paying invoices electronically via the AR Automation portal has at least doubled, according to the firm. Customers can pay via ACH or credit card through

Stripe, with which Unanet A/E is fully integrated, and the automatic invoice reminders the firm sends include a link to the payment portal. Stripe payments increased 50% in the span of a couple months, and these payments post automatically.

### Elevated customer experience
G&A clients appreciate the ease with which they can pay invoices, and the flexible payment options within the AR Automation portal.

> **"** AR Automation has far exceeded our expectations. Because of it, we have increased cash flow and we're collecting from clients we didn't expect to ever collect from.
>
> — **Jeffrey Gilmore,**
>   **Accountant Gilmore & Associates**

## Keys to Success

1. **Automate wherever possible.**
   "We love automation," says staff accountant Jeffrey Gilmore. "The client is basically doing the work of processing payments for us when they pay through AR Automation."

2. **Embed payment links in invoice emails to clients.**
   Including a "Pay Now" link to the AR Automation portal in invoice email reminders has lowered time to cash and increased monthly revenue for G&A. Next, the firm plans to include a payment link in initial invoice emails.

3. **Value visibility.**
   The ability to see client engagement with invoices is a game-changer.

4. **Emphasize the customer experience.**
   As focused as firms should be on using payment tools and other ERP capabilities to capture operational efficiencies, using these tools to improve the customer experience is just as important to the bottom line.

## Where Information Means Insight

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