



# Granite City Electric

## Saving Time and Money With Email Delivery

### Background

Granite City Electric is a successful distributor of electrical products to thousands of contractors in the New England market. Granite City has 19 locations and distribution centers and has grown rapidly into one of the leading electrical distributors in the country.

Granite City is always looking for opportunities to improve profitability and organization productivity. In 2004 they outsourced their paper billing process to Billtrust and were able to reduce their billing costs by 25%. However, at the time they decided to use an in-house solution for the e-mail delivery of bills.

Unfortunately, their e-mail bills were creating customer issues and inefficiencies for Granite resulting in increased costs, loss in productivity and upset customers.

### **According to Ryan Maccarone, Systems Engineer at Granite:**

*“Our customer service and IT group spent approximately 70 hours supporting email over the past 6 months. Our customers were frustrated due to long download times, a different format for the e-mail versus the paper bill, and they did not like being sent multiple emails for each invoice.”*

Granite City knew that electronic billing made sense and turned to Billtrust for a better solution.

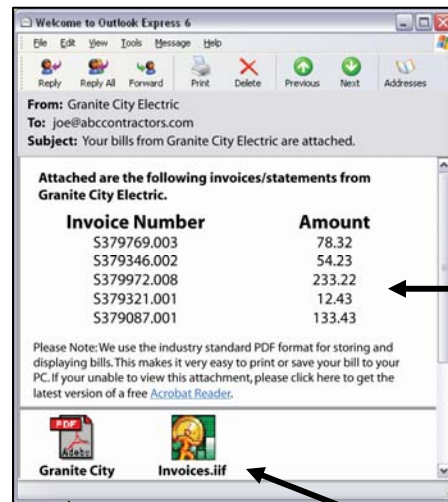
### Granite City Objectives

- Reduce costs; convert customers to electronic billing
- Improve customer satisfaction
- Save valuable customer service and IT time

### Solution

Granite City implemented Billtrust’s *E-mail Billing Solution*. With Billtrust, the e-mail invoice would look the same as their paper bills and they could send multiple invoices in one e-mail. Further, Billtrust makes a PDF of the invoice for easy receipt by the customer and fast download times. Lastly, with Billtrust, Granite could offer their clients the ability to download the invoice directly into their accounting package. This created further incentive for converting customers from paper to e-mail.

To increase the number of customers using electronic bills Granite offered their sales force \$100 gas cards for each of the Top 100 customer that they converted to e-mail billing. They also included messages on their paper invoices communicating the benefits to adopting the e-mail invoice system. There was a smooth integration with Grantites accounting software from Eclipse, a valued Billtrust partner.



Summary of bill in body of email

PDF version for easy downloading and printing

Easy to import data file

### Results

Granite converted over 60% of their top 100 customers to e-mail billing along with hundreds of others. The cost savings for Granite were significant, with a 70% reduction versus sending a paper bill. Email bills increased from 5% of total bills in June 2006 to 28% in December 2006.

### **According to Ray Miller, Credit Manager:**

*“Our customers love Billtrust e-mail billing! Even the customers that we had to work the hardest to get to try it love it. They got their invoices much faster and it is identical to the printed copy.”*



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