CASE STUDY

Duncan-Parnell, Inc.

Cost Reduction and Efficiency Goals Exceeded with A/R Automation

unified AR

INDUSTRY: Geospatial Solutions and Construction Printing

HEADQUARTERS: Charlotte, NC

WEBSITE: www.duncan-parnell.com



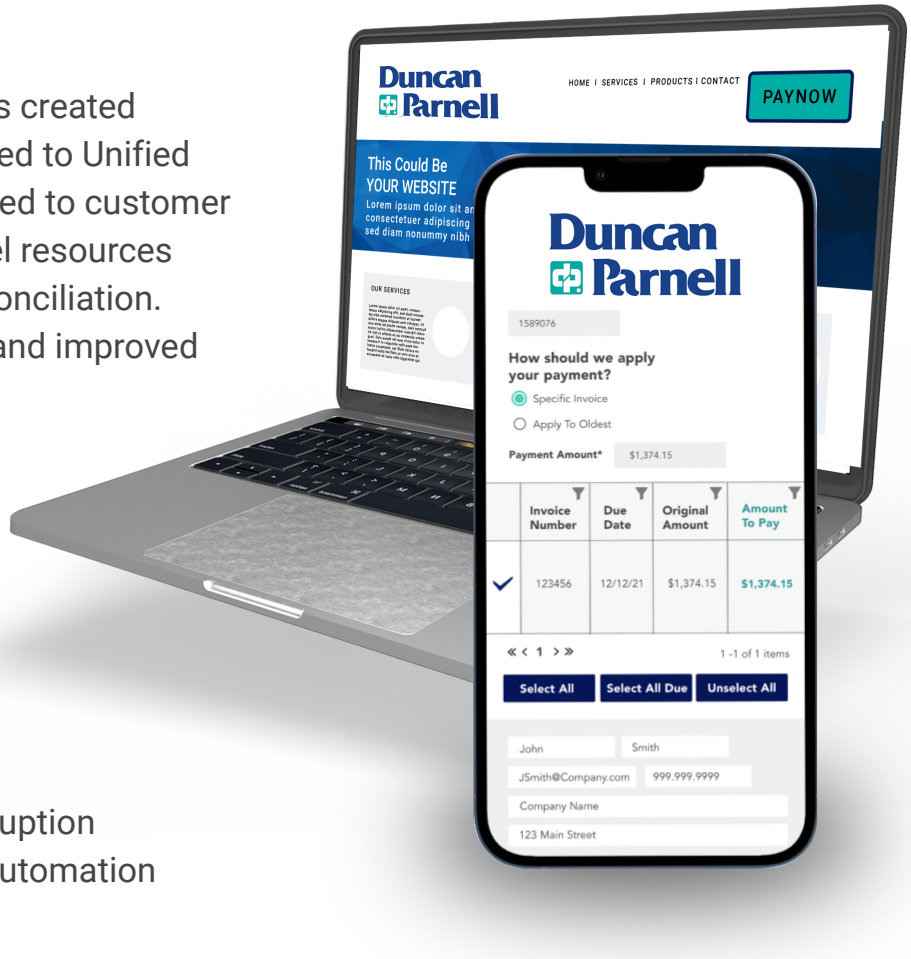
Company History

Since 1946, Duncan-Parnell has been the trusted supplier to construction contractors, engineers, surveyors, architects and designers. Duncan-Parnell specializes in providing high-quality hardware, innovative software and invaluable services to make their clients' projects successful.

Like most wholesaler-distributors dealing with increased competition and already thin margins, Duncan-Parnell saw an opportunity to improve profitability by migrating from manual, paper-based workflows for order-to-cash to fully digital A/R Automation.

The Challenge: Reduce Costs

Rising costs associated with managing order-to-cash processes created significant impacts on their bottom line, so Duncan-Parnell turned to Unified A/R with two main goals: reduce hard dollar A/R expenses related to customer payments by email or phone and address the drain on personnel resources due to manual workflows for invoices, checks and payment reconciliation. Doing it in a way that didn't interrupt daily business operations and improved their customer experience would be the best case scenario.



Objectives Exceeded with A/R Automation and B2B Experts

Helping Enterprise and Midsize businesses get paid faster and easier at less cost is Unified A/R's mission. The Unified A/R Team has hundreds of years of experience in the B2B Payment and Finance Industries. Our best-in-class, modular technology seamlessly integrates to ERPs, so there was no disruption to Duncan-Parnell or their clients. Implementing Unified's A/R Automation resulted in incredible outcomes for Duncan-Parnell.



Unified was very impressive. The implementation was smooth, we were able to do it in a secure manner and it was an easy installation.

John Ledford, Director of IT, Duncan-Parnell



If you want to reduce your credit card fees or free up time for your team to work on more important items without a lot of capital outlay, Unified A/R is a no-brainer. Why wouldn't you try it?

Windy Sharp Roy, Director of Accounting
Duncan-Parnell

Digital Transformation Protects and Increases Margin

"The biggest challenges we had were the rising costs of credit card acceptance and how it was taking up more and more of our bottom line," said Windy Sharp Roy, Duncan-Parnell's Director of Accounting. Tackling that challenge was easy thanks to a Surcharge Strategy implemented with the help of Unified A/R. Compliant surcharges are automatically applied when Duncan-Parnell's customers choose the convenience of paying with credit card over less expensive payment types. As state regulations or card brand rules change, Unified's technology updates in real-time so Ducan-Parnell stays compliant. Built-in fraud management tools recognize and deter fraudulent activity even while credit card information is truncated for PCI compliance so Duncan-Parnell and their customers' data stay protected.

Simplified Client Experience Drives Results

Digital, Smart e-Invoices and the online PayNOW tool from Unified A/R display the surcharge for Duncan-Parnell's customers, and even provide clients the option to make self-service payments with low-cost ACH/eCheck transactions or debit card. The order-to-cash transformation and resulting savings from their Surcharge Strategy are undeniable.

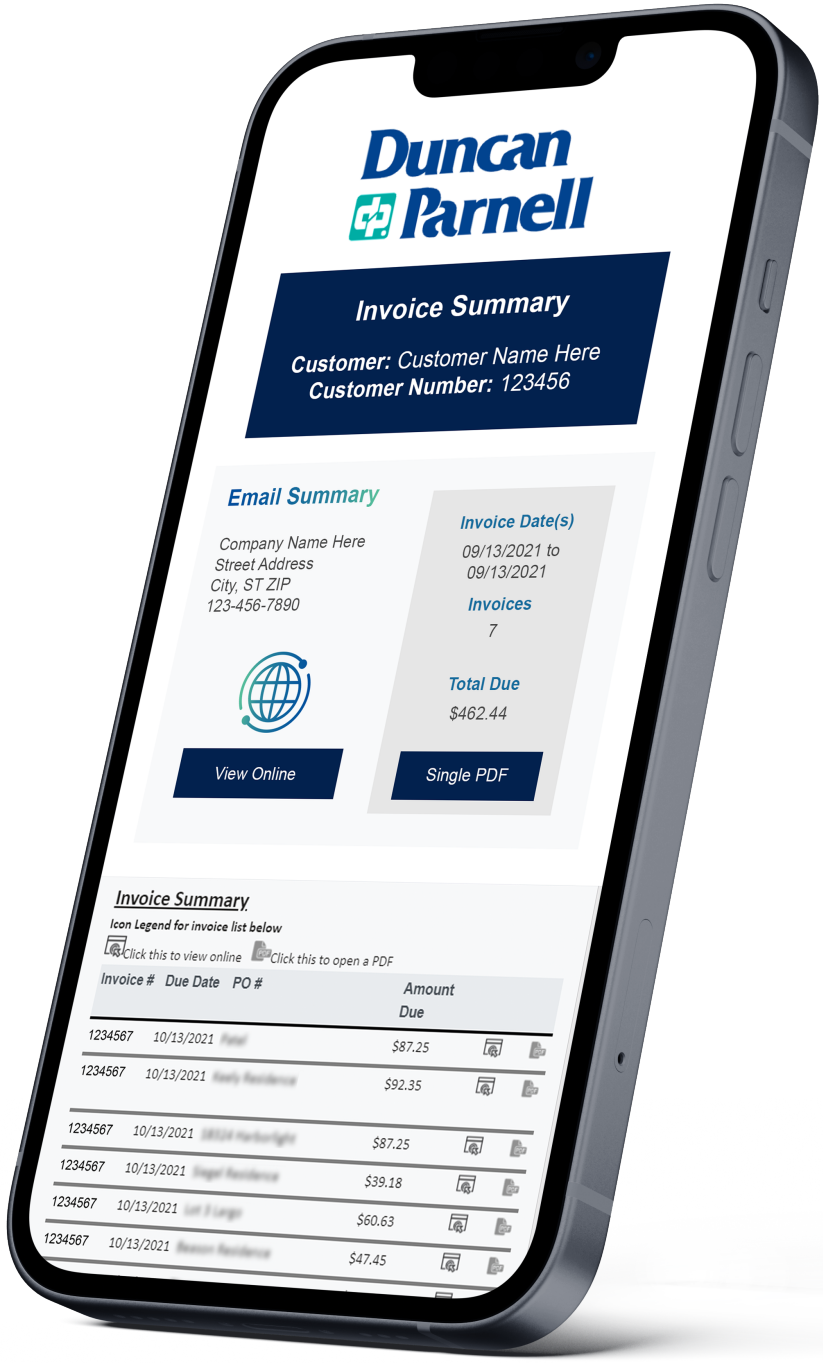
94% Reduction in Credit Card Fees

87% Reduction in A/R Processing Expense

84% Migration to ACH/eCheck

Order-to-Cash Automation Increases Revenue

The modular aspect of implementing Unified's order-to-cash solution set was very appealing to Duncan-Parnell. After seeing customer engagement and bottom line improvement with their custom Surcharge Strategy, digital invoicing and self-serve online payment acceptance were the obvious next steps for Duncan-Parnell.





> **After putting Unified A/R in place, our back office saved 30% of their time, which we were able to transition to other duties.**
>
> Pete Chrobak, CFO, Duncan-Parnell

With Smart e-Invoice technology, digital invoices and e-Statements are delivered directly to customers' inboxes past spam filters. Duncan-Parnell immediately saw operational efficiencies by eliminating paper invoices, checks and mail time.

Additional savings came from the near elimination of collection efforts thanks to digital tracking of invoice opens, views and clicks, plus automated email reminders with secure payment links. Providing their customers the option to make credit/debit card or ACH/eCheck transactions so easily drove preliminary results upward of 25%, and increasing, for migration from paper check payments. Ease-of-use, self-service and fully digital workflows improved Ducan-Parnell's bottom line while creating a more satisfying payment experience for their customers.

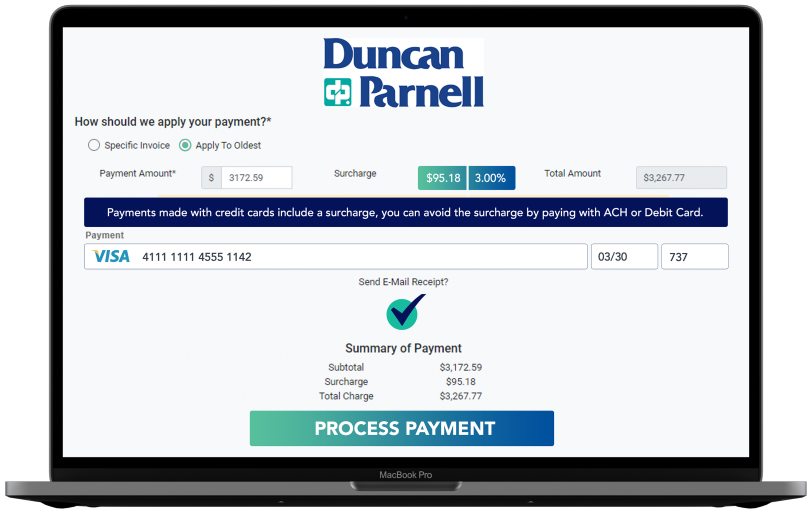


I've been blown away by the savings we've had since partnering with Unified. I would recommend Unified's A/R Automation to any business looking to save time and money.



Debbie Clark
A/R & Collections
Duncan-Parnell

94% Reduction in Credit Card Fees
87% Reduction in A/R Processing Expense
84% Migration to ACH/eCheck
30% Increase in A/R Team Productivity



Online Payment Acceptance 24/7

Duncan-Parnell took their automation progress to the next-level with Unified's online PayNOW solution. Customers are now empowered to look up invoices and pay online with credit card, debit card, or low-cost ACH/eCheck transactions on Duncan-Parnell's existing website in a secure environment. Eliminating username and password requirements, storing payment details offline and providing customers the ability to schedule payments increased usage and actually improved client satisfaction among customers using Duncan-Parnell's new self-serve client payment tool, PayNOW.

Expert Consultation. Simplified Implementation. Trusted Expertise.

Unified A/R provides a designated point-of-contact to all of our clients for a hands-on, personal touch throughout the life of the relationship. From initial consultation to implementation and beyond, we're here to help you improve operational efficiencies and increase your profitability. "Working with Unified A/R is spectacular. The Technology Team and their responsiveness was fantastic. It is as if they were in the same building with us and on our team," said Pete Chrobak, CFO at Duncan-Parnell.

Our experts have deep experience in the Payment and Finance Industries and are available to you 24/7. Unified does all of the heavy lifting so A/R Automation for your business is easy. Implementation is often completed in under one hour. Find out how A/R Automation for your ERP will help your business get paid faster and easier at far less cost than your current order-to-cash process.



"

Our team loves working with Unified A/R. The implementation was fast, seamless and one of the easiest I've experienced.

Pete Chrobak, CFO, Duncan-Parnell

Contact Unified's B2B A/R Experts today for your no-obligation demo. **Call 888.440.0117** or email **B2B@GoUnified.com**

unified AR