

# Case Study

AMERICAN TIRE DISTRIBUTORS

## Collections Automation With An Optimized Digital Customer Experience

How American Tire Distributors automated collections and order fulfillment by building a seamless online payments and self-service experience for its customers

### COMPANY OVERVIEW

American Tire Distributors (ATD) is a Fortune 500 company and one of the largest tire replacement platforms in the world. With over 140 distribution centers in the United States and Canada, they provide tires, wheels, service equipment, and shop supplies to 70,000 customers.

### CHALLENGES

Managing accounts receivable at ATD is challenging. In addition to operating in both the United States and Canada, the company's customers often require goods and services (orders) fulfilled in real-time. Many of these customers often went into a credit hold status, meaning the customer's order will not go through until a due payment is made. Unfortunately, ATD did not offer online payments. This created a real challenge for the customer service team, who had to balance the customer's sense of urgency with the order and the company's need to obtain on-time payments.

As a result, ATD sought a single vendor that could address this particular challenge and its order-to-cash requirements more broadly with an end-to-end solution.

#### 1. LIMITED AUTOMATION

- De-centralized payment management
- Customer fulfillment was manual and call-based
- Poor hit rates with existing cash application bolt-on
- Manual OCR templates and customer communications

#### 2. INTERNAL CONSTRAINTS

- Siloed data and information
- Poor visibility into receivable types
- Parent/child hierarchy management
- Dependent on IT for reporting
- Inability to easily configure collections module

#### 3. POOR CUSTOMER EXPERIENCE

- No online payment capability
- 24-hour delay for payment recognition in ERP
- Held customer orders
- Limited payment types supported
- Lack of customer-level view across organization



#### Company

American Tire Distributors

#### Industry

Retail

#### Region

North America

#### Revenue

\$3.7 Billion

#### Products

Customer Self-Service & Online Payments, Cash Application, Collections

## WHAT CFORIA DELIVERED

Cforia implemented three core modules: collections, online payments and cash application. These modules work together to create a seamless digital customer experience. Additionally, Cforia integrated customer payments and cash application with Oracle in real-time. This meant that when customers paid online, the cash would instantly be applied to their balance, releasing held orders immediately.

Empowering customers to immediately address held orders via online payments resulted in a significantly optimized customer experiences, improvements in on-time payments, and less involvement from the customer service team. In addition, Cforia's end-to-end solution improved efficiency and performance across ATD's order-to-cash process more broadly.

### 1. BETTER VISIBILITY

- 360-degree visibility to customer status
- Direct access to reporting
- Real-time payment recognition and held order release

### 2. INCREASED PRODUCTIVITY

- AI engine replaced manual templating process
- Automated order release from online payments
- Increased ownership and autonomy

### 3. IMPROVED CUSTOMER EXPERIENCE

- ATD-branded payment portal with additional payment options
- Valuable parent-child linkages
- Automated customer communications
- Real-time order hold and release

## KEY BENEFITS

● 360 degree visibility

Parent/Child Automation

Real-time order hold and release

● 80% match rate with automated cash app



Cforia Software is a global company that provides leading Order to Cash Automation that is used to manage over \$200 Billion in yearly A/R. Our rapid growth is driven by superior technology that includes near real-time integration across multiple ERP systems, currencies, languages and business units.

Cforia Data Integration Connectors facilitate rapid real-time integration within your corporation's existing IT infrastructure including ERP systems, document imaging, third party credit data, email and facsimile servers. Pre-packaged data integration connectors greatly shorten project timing and risk by avoiding custom data integration.