

Forever Media AE Says Reminder Tool Improves Payment Speed and Efficiency

Background

FOREVER MEDIA [Forever Media](#) operates 23 radio stations in Maryland, Delaware and Pennsylvania. They offer a variety of advertising options for local advertisers, including radio spots and digital.

With multiple stations and a large number of customers, getting paid on time is crucial to their financial health. As a long-time Marketron customer, they implemented PayNow to be their hub for electronic invoicing and payments.

Forever Media account executive for the Pittsburgh market, Melissa Kubik, shared the company's story on using the solution and the benefits they've realized.

The Challenge:

Payments Were Often Slow and Processes Inefficient

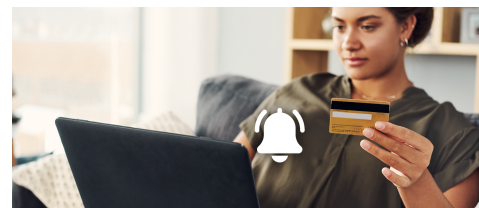
Before adopting PayNow, Kubik shared that the company faced challenges around payments. She often spent considerable time following up on payments that were past due or visiting the advertiser in person.

Overall, the workflows for collections took her away from focusing on sales.

The Solution:

PayNow Features Redefine Payments and Collections

With PayNow's effective features, including payment reminders and the collections tool, Kubik has seen a considerable difference. "I get payments quicker, and clients seem to pay on a more regular, scheduled basis."



Annual increase in electronic payments (all markets):

31%

Pittsburgh market:

49%

of invoices paid via PayNow (the highest market)

Invoices delivered electronically (all markets):

90%

It's easy for Kubik to send them the payment reminder with a few clicks. She can do this without accounting having to give her special access. She also likes that the emails come from PayNow rather than her. "It keeps my relationships better with them," she relayed.

Since PayNow has these tools designed for salespeople, the entire process has become more efficient. However, Kubik was skeptical at first.

Kubik admitted that when the company first started using PayNow, she thought sending payment reminders would be another drain on her time. She shared, "I thought it would take more time out of my day working on collections rather than selling. To my surprise, it has the exact opposite effect!"

The Results:

Kubik reported that she has more time for sales and has seen an increase in the adoption of electronic payments among customers. Payments are also more timely. Anecdotally, she estimates that for every five payment reminders she sends, she gets about three payments within that same week.

In looking at Kubik's market specifically, it outperforms all the others in the percentage of payments made via PayNow. This data indicates that the use of payment reminders drives people to pay online.

"When we first started using PayNow and were told about using the prepayment reminders, I thought it would take more time out of my day working on collections rather than selling. To my surprise, it has the exact opposite effect!"

Melissa Kubik
Account Executive
Forever Media Pittsburgh