

# PayNow Delivers Efficient Payment Workflows and Reduces Days Outstanding for Waterloo Media

## Background



[Waterloo Media](#) Group, L.P., operates eight stations in Austin, Texas, reaching more than 1 million local people each week.

The company offers radio, digital and event advertising solutions. They've been a Marketron customer for over 20 years and currently use Marketron Traffic. Business manager Nikki Watkins recently shared how the company's adoption of PayNow has provided great returns in efficiency and faster payments.

## The Challenge:

### A Lack of Electronic Payment Capabilities Was Inhibiting Efficiency and Straining Resources

Prior to implementing PayNow, Waterloo Media had no option for customers to make payments online. Most payments came in the form of paper checks via a lockbox, remote capture and paper credit card forms. Issues were present in this structure, from delays in receiving payment to checks or invoices simply being lost. Stations would enter data manually when advertisers submitted a payment form with credit card information. For the station to protect card information, the form would only be good for that payment date, so it had to be resubmitted each time.

Traditional billing workflows were becoming unsustainable as Watkins' team became much smaller. "Having a small team meant less hands to do the manual processes, and we needed to become more efficient," she said.

Watkins also recognized that electronic invoicing and payments were the standards in personal finance, and the company needed to follow this same path. "I do not know anyone who doesn't receive and make payments online in their personal space. It was something the company needed to get on board with."



**"PayNow streamlines billing, boosts our cash flow and makes reconciliation 100% easier."**

Nikki Watkins  
Business manager  
Waterloo Media

## The Solution:

### PayNow Delivers the Efficiency and Boost in Cash Flow Waterloo Media Needed



Watkins was considering new improvements to payments and knew the “cost” of not transitioning was too high, and the existing workflows were too cumbersome. After evaluating her options for electronic payment solutions, she determined that PayNow was a great solution for her team and the company.

Since customers had never had an online payment option, the implementation of PayNow was both internal and external. In working with the Marketron team, Watkins relayed that it was a great working relationship that ensured a successful launch for their stations and customers, from implementation and onboarding to going live.

This included regular meetings with next steps and how to push the initiative for internal sales team and customer buy-in. It required some change management and defining to sales staff the value of getting their advertisers on board. Watkins noted that the transition was smooth because of the support, resources and instructions from Marketron. They now use what Watkins’ team has learned to train the sales team and other departments involved.

One thing that helped them understand their customers’ perspective was creating an account for themselves to see and do what the customer experiences. “Support staff suggested this, and it’s like a test environment for us to assist our client base in real time,” Watkins said.

Overall, it’s been pretty seamless for advertisers, which Watkins attributes to how accessible and easy PayNow is. “You do not have to be tech-savvy to navigate the platforms.”

## The Results:

### High Adoption and Reduced Days Outstanding Are Big Wins

With any new platform, there are expectations about what it will deliver. Watkins’ main goal was efficiency, and her team has achieved this. However, they have big goals regarding adoption and put a strategy in place with the help of Marketron. “Clients need to be on board by December, and we want to hit 70%. All new client setup is with PayNow only,” she relayed.

Watkins and her team have several favorite features of PayNow. Guest checkout has been very useful, as people don’t need to log in to remit payment, and they can choose which invoices to pay. She also noted that agencies can use PayNow

Average days outstanding improvement:

**12-15 days**  
(across stations)

Electronic payment adoption:

**20% increase**  
since deployment

Advertisers receiving electronic invoices:

**60%**

to make payments for all their clients, eliminating the need for individual checks by advertiser. Reconciliation is much easier now, as she can import payments to match the invoices. With the easy way for customers to pay, days outstanding have been steadily declining.

Watkins also appreciates that Marketron wants her feedback, and she's been working with development on the next launch of features. Overall, the platform has been an answer to her efficiency challenges. "It streamlines the business, boosts our cash flow and is easy to use."