



From Manual Invoicing to Faster Payments and Operational Efficiency



Prairie Wind Broadcasting operates across multiple stations, managing billing and invoicing through a centralized front office. As their operations grew, so did the complexity of handling invoices especially with a mix of advertisers preferring different formats.

They engaged Marketron to modernize their invoicing approach and reduce the time and effort required to manage collections.

Challenges

Prairie Wind's invoicing process was heavily manual and inconsistent.

Many advertisers still relied on printed invoices, requiring time-consuming mailing and follow-up. Efforts to transition to electronic invoicing were slow, even with incentives.

The team also faced:

- High volume of manual work
- Delays tied to mail delivery and payment cycles
- Difficulty getting advertisers to adopt new processes

The result was a workflow that took an entire day to manage and still left room for inefficiencies.

Solutions

Rather than forcing a complete overhaul, Marketron partnered with Prairie Wind to gradually shift invoicing behavior.

The focus was on:

- Simplifying communication to advertisers
- Encouraging electronic invoicing adoption
- Introducing tools that made payment easier and faster

This wasn't about replacing their process; it was about working alongside their team to make it more efficient over time.

Results

The transition was iterative and hands-on. Prairie Wind tested multiple approaches from incentives to messaging and worked closely with their team to refine what resonated.

Instead of overwhelming advertisers with information, they simplified outreach:

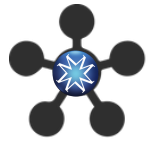
"We started just putting in a little thing that says, 'Hey, we're going paperless call us and we'll help you.'"

Internally, the team aligned around consistent messaging and supported advertisers directly, creating a smoother path to adoption.





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Testimonial

"It's been a huge time saver... we've doubled what we can handle and still get it done faster."

"Consistency is key we've been reinforcing this every month, and that's what's driven adoption."

— **Kristan, Prairie Wind Broadcasting**

Conclusion

The impact showed up quickly in both time savings and operational scale.

- Significant time savings in billing workflows
- Ability to handle more stations with the same team
- Faster payment turnaround for advertisers using digital payments
- Continued growth in electronic invoicing adoption

What once took a full day can now be completed in a fraction of the time with greater consistency and less manual effort.

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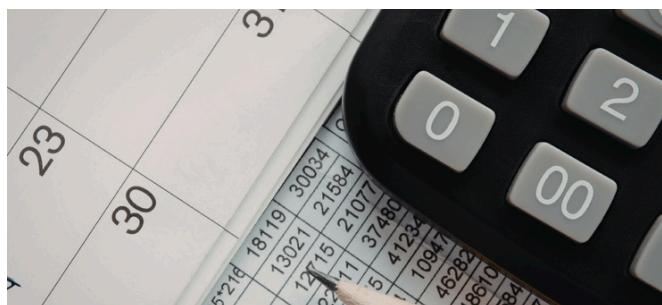
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The Solution

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Collaboration in Action

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