

Peipro.com uses MassMailer to increase cash flow for its customers through better collection processes and improved operational efficiency.

BACKGROUND / CHALLENGE

Peipro.com is an outsource accounts receivable firm helping B2B clients improve cash flow through the more effective collection. They have developed a proactive collection methodology based on best practices that they have codified into a Salesforce custom object.

They currently follow up on about 7000 invoices per month and were having operational inefficiencies due to Salesforce limitations primarily around the use of daily email limits and custom object support. Due to which, their agents were using spreadsheets and cut/paste for tracking and sending follow up emails. Due to these limitations, agents were only able to send about 200 emails per day each.

SOLUTION

The Peipro.com looked at different email marketing and marketing automation tools for a better solution and selected MassMailer. They chose MassMailer because it is a native Salesforce app, providing the better performance along the flexibility to send emails directly from custom objects.

BENEFITS

According to Andres Bustos, Director at Peipro, “Since implementing MassMailer, we have seen a 5x increase of our operational capacity. It has allowed us to greatly improve collections for our customers and increase their cash flow”. Agents are now more productive, and each sends about 1000 emails per day.

Also, MassMailer allows agents to have more frequent and personalized contact when following up on collections that have improved responses. The statistics provided by MassMailer along with smart filters, will enable agents to better segment and prioritize follow up. MassMailer implementation lets them focus on their daily activities more appropriately and provide more customized email responses when following up. MassMailer thus dramatically improved operational efficiency and collections.