

## Edmunds

Edmunds.com is an online resource for automotive information, including prices for new and used vehicles, inventory listings for more than 10,000 dealerships, vehicle reviews, tips and advice on car ownership and purchasing, and national/regional rebates and other incentives.

*“As we grew as a company, so did our invoicing volume. We were looking for automation tools to save time.”*



Trevor Persaud,  
Revenue Cycle Director

## Overview

### Industry

Automotive Information Services

### YayPay customer since

2017

### Challenges:

- Fast growth company with high volume of invoices
- Auto generating aging reports
- Time intensive collections process

### Solution:

- YayPay provide streamlined and automated AR

### Results:

- Optimized accounts receivables process and saved time for our collections team

## Challenges

Edmunds was founded more than 50 years ago as a print publication that featured vehicle listings and deals. The company moved online in the early 2000s.

Trevor Persaud joined the Edmunds team in 2011 as an accounts receivable associate, and he now serves as the revenue cycle director. When he joined Edmunds, the company’s clientele included just 1,000 dealerships. The company has grown to include 10,000 dealerships in its client list, which made its manual accounts receivable (AR) activities much more time-consuming and draining on Edmunds’ small receivables team.

“As we grew as a company, so did our invoicing volume,” Persaud said. “Not only did it take a long time to reach out to customers, it also took us a long time to generate aging reports ... data took a lot of manual intervention to parse out.” Persaud’s team noticed that customers in different areas of the country had different payment styles and that outreach efforts needed to be tailored for customers. While his team was able to manually correspond with customers, the process was time-intensive.

## Solution

In 2017, the company embarked on a strategy to leverage automation solutions for a variety of business units internally.

“YayPay came in at the right time,” Persaud explained. “The platform offered tools that our collections team could use to save valuable time & resources. YayPay was really exciting because it was exactly what we needed.”

With YayPay, Edmunds realized it could take advantage of data on customer payment styles in order to automate communications. This would save the company hours of manual work and, thus, boost efficiency.

YayPay works seamlessly with Edmunds’ ERP system and generates on-demand, dynamic, aging reports for everyone involved in the AR process.

## Results

After implementing YayPay in Q4 2017, the Edmunds team noticed immediate time savings.

Persaud said that with the combination of automated workflows, AR CRM, and the customers’ ability to download invoices, the AR team no longer spends hours on manual collections work.

In addition, with YayPay, the sales team does not have to wait each week to receive aging reports. Reporting is real-time.

“If you’re looking to make your processes more efficient, more effective, that’s what we’ve seen with working with YayPay,” Persaud said. “It’s very simple to use. Our sales team loves it. Our customers love it. Our finance team, they love it. Overall, it just makes what you’re doing a simpler process.”

***“Our AR team no longer spends hours on manual collections work after implementing and using YayPay.”***