GAVITI

CASE STUDY

wochit

How Wochit Cut Overdue Invoices by Half in Under 1 Year

Who is Wochit?

Cloud-based video creation platform

Gaviti Customer Since:

August 2019

Solution:

Automated A/R collection management for more efficient collection

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Results:

Reduced the number of overdue invoices by half in less than one year

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Challenges:

Cumbersome manual collections tasks, high DSO

Completely overwhelmed by manual collections tasks

Wochit's A/R Administrator, Brenda Weinberg, was spending upwards of 60% of her time on manual collections tasks before the company started using Gaviti's automated accounts receivable collections solution. Spending her days making calls, emailing, and following up on unpaid invoices was super draining and took up nearly all her time.

The process was extremely inefficient, until Brenda brought on Gaviti to automate the entire collections management process at Wochit.

With a rising percentage of receivables at risk (RAR), Brenda knew something had to be done to accelerate Wochit's cash flow and so she turned to Gaviti to automate their accounts receivable collections. Their integration was really quick and easy and once it was completed, Gaviti provided training on the use and setup of Gaviti workflows.

The Solution: A/R Collection Automation

Results With Gaviti

Within a few weeks of using Gaviti, Wochit saw a quick drop in RAR, and within less than one year they reduced the number of overdue invoices by half. This was huge for the company, who had seen little fluctuation in cash flow for some time.

"Our collections are now totally balanced and organized. Collecting funds with Gaviti is easy!"

-Brenda Weinberg, A/R Administrator, Wochit

Moreover, their Accounts Receivable Administrator was no longer working 24/7 chasing collections from their hundreds of customers.

"Thanks to Gaviti, I now have the time and capacity to take on more responsibility and an expanded role at the company. It's amazing not having to spend my days chasing customers regarding their payment terms and seeing collections coming in through this great system."

-Brenda Weinberg, A/R Administrator, Wochit

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