

Client Case Study

Crowley Auto Group Puts \$20,000
Back in Their Budget with REPAY



••• The Problem

With three franchises, Crowley Auto Group was manually cutting and mailing payments to more than 700 vendors from each location every month. Processing thousands of checks monthly was not only time consuming, it was a complicated process as well—one that cost them approximately four days of labor each month.

••• About the Dealer

As a leading Connecticut-based auto dealer, Crowley Auto Group has proudly served the Bristol and Hartford areas for more than 40 years. When Ken Crowley opened the first dealership, Crowley Chrysler, Plymouth, Jeep, his mission was clear: **he wanted to make his customers happy, and he wanted to know about it if they weren't.**

Since then, Crowley Auto Group has established themselves as one of the top dealers in Connecticut, specializing in everything from foreign and domestic manufacturers to recreational vehicles and a full line of commercial trucks.

••• Our Solution

REPAY implemented its technology solutions to automate Crowley Auto Group's accounts payable

and eliminate their complicated manual check process. Because REPAY already integrates with the dealership group's management system (DMS), DealerBuilt, implementation was quick and simple.

Not only did REPAY automate their AP processes, but it converted those current check payments to electronic methods, including rebate-earning virtual cards and ACH. With thousands of payments now streamlined, the time-intensive challenge of cutting and mailing checks to vendors every month was nearly eliminated.

••• The Results

Crowley Auto Group saved both time and expenses in just six days following the first REPAY demo. By eliminating checks alone, **REPAY saved Crowley Auto Group 77 hours and \$500 every month.** By moving 74% of vendor payments to electronic methods and paying 70% of the volume with virtual cards, **they were also able to earn an additional average monthly rebate of \$1,600. That's nearly \$20,000 saved every year!**

Crowley Auto Group also dealt with fewer vendor-related calls about payments. This was due to REPAY providing vendors with better remittance data, showing them exactly how to apply the electronic payments to their open receivables.