



Customer Case Study

Toy Distributor Streamlines and Automates Payment Processing for Sage 100

Industry

Toy Wholesale and Distribution

ERP

Sage 100

Challenge

Improving business processes to meet fulfillment targets

Solution

- REPAY
- Starship

Results

Improved bottom line by increasing order volume with less staff, coupled with better cash flow and reduced AR

“The solution actually works and does what they say it does. It makes a difference.”

Group Sales, Inc. Reduces AR Collections with Integrated Payments for Sage 100

Group Sales, Inc. is a national distributor of toys and gifts for specialty stores, travel centers and e-commerce partners. They also support and supply toys for schools and charities such as Toys for Tots, The Salvation Army and more.

Since 1991, Group Sales has experienced unprecedented growth by providing competitive prices and unparalleled customer service.

••• The Challenge

Group Sales, Inc. implemented Sage 100 in 2010 and relied on the solution to manage their order and fulfillment process. With a 500% increase in order volume over 10 years, the company needed to identify ways to make the order fulfillment and payment process more efficient so they could scale and meet increasing demand.

Group Sales manually entered orders and payments. As demand grew, Group Sales found they were starting to lose orders because they couldn't process them quickly enough to meet order timelines. Historically, the solution to increased order volume was to add more staff. “We had over 15 people entering orders all day at terminals, and another 45 employees fulfilling orders in the warehouse,” said Jason Ernst, Vice President of Operations.

What's more, COVID-19 created an increase in eCommerce activity that drove up order volume even higher. It also brought new customers to Group Sales. “It also got us into the attraction of some customers who we haven't done business with,” stated Jason Ernst. While historically selling to clients on term, Group Sales needed a method to engage these new customers without risk of extending credit terms too early in a client relationship.



••• The Solution

Group Sales needed a payment partner with a fully integrated solution for Sage 100, and they found that payment partner in REPAY. "The REPAY team is great to work with. Their product does what they say it does and they have worked with us to make it work for our process."

REPAY helped Group Sales simplify and automate the payment process. Their sales team could easily attach credit card payments directly to orders in Sage 100. When those orders were fulfilled, the payments were automatically settled as well.

ClickToPay from REPAY made it easier to do business with new clients. With ClickToPay, Group Sales could send invoices to clients who could view and settle the invoice online using a credit card or ACH payment.

••• The Results

Group Sales is now batch processing orders and fulfilling order volume levels previously considered out of reach. In 2019, Group Sales was able to accommodate 19,000 orders in a single day – to date still their highest one-day order total.

While new customers have partnered with Group Sales, and orders have increased, they have decreased risk to Accounts Receivable.

"To be able to get a credit card up front, attach it to the sales order in Sage 100, so that when it ships, it's already charging that credit card, there is no AR. We've collected our money. We've got it, we are not chasing that customer to get payment." What's more, Group Sales has leveraged REPAY ClickToPay and made it easier for customers to pay via ACH.

With REPAY ClickToPay, customers can view their invoices online and choose to pay using ACH or credit card. Group Sales not only reduced their AR balances, but the labor needed to manage AR processing and collections. "Right now, we are at 65 employees; my AR team is a team of one."

As an added bonus, Group Sales has improved cash flow. "That is another big feature REPAY has over other processors; your nightly capture and closing and depositing 95% of those funds the next day, if not 100% of the funds. From a cash flow standpoint, that is huge – getting our money and still making customers happy," says Jason.

"For us from a business standpoint to still be talking to the same people we started with is a huge factor for who we partner with."

-Jason Ernst, Vice President of Operations