

American Greetings Digital Switch: Driving E-Adoption Within The End Users

Onboarding our end users onto the digital payments platform: the story of how we did it, and lessons learned along the way



american greetings



Our main focus during the e-adoption journey was to always improve the usability and the experience for our end customers

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Company Overview

Headquartered in Cleveland, Ohio, American Greetings is a 1906 established creator and manufacturer of social expression products such as paper cards, digital greetings, gift wraps, party goods etc. The company has 4 business units across U.S and Canada and has over 10,000 employees. Major greeting card brands are American Greetings, Papyrus, Recycled Paper Greetings and Carlton Cards.

Receivables Landscape

American greetings generates almost 12 million invoices in a year, and receives an average of 4800 checks per month. 77% of the payments received are through checks while 23% are through ACH. 90% of the transactions happen from consignment customers, even though they make fewer number of payments.

Major Challenges faced

Limited Visibility Into Invoice Presentment and Payment

- There was no payment portal for customers, thus making way for multiple touch points, leading to customer dissatisfaction
- Many time invoices got lost in transit, causing delay in receiving payments
- High costs associated with printing and sending out the invoices through courier agencies

Non-standardized Or Missing Remittances/ Poor Cash Application

- Large volume of non-standard remittances with a higher number of unidentified transaction
- Dependency on customers to get invoices often delayed cash application
- For small mom and pop stores, mostly there were no remittances

COMPANY

American Greetings

INDUSTRY

Manufacturing, CPG

REGION

North America

REVENUE

\$65.29 Billion

PRODUCTS

Cash Application Cloud
EIPP Cloud

BENEFITS

- ✓ 96% Item Level Hit Rate in Cash Application, with 99% for checks
- ✓ 50% decrease in manual payment processing

...and more!

Difficulty to drive e-adoption within the end-users

- Convincing the end users about the need and benefits of electronic payment and behavior
- Driving the project while keeping the end-users involved in every stage, right from planning until post go-live

Results across the Board



96%  Item Level Hit Rate

99%  Check Level Hit Rate

50%  Decrease in Manual Payment Processing

40%  Targeted End-Users adopted EIPP within 1 Year

What HighRadius Delivered

Same Day Cash Application

By matching the invoices and the payments electronically, cash application process can be done within the same day, which otherwise takes 2-4 working days. Thus, automating cash application saved a lot of time.

Improved Team Productivity

- By eliminating repetitive tasks through automation, analysts could focus on more value-adding responsibilities.
- Fewer people were needed to do the same job, so there was an improvement in productivity

Customer Self-service Portal

- Customers can log in to see details of outstanding invoices and re-download invoice copies they might have lost
- They can also make payments from the portal, without needing any support from the supplier

What HighRadius Delivered

Cash Application Cloud

- The HighRadius cash application cloud helps in matching an open invoice against a payment which has been made, in order to close the invoice in your ERP.
- The solution is capable of capturing information from all kind of remittance formats, be it email (body or attachment), EDI files, check stubs or information posted on the customer web portal.
- The solution leverages Artificial Intelligence capabilities for invoice matching, thus finding the right match despite truncated invoice numbers and reference numbers being sent by customers. The deduction coding module helps in identifying disputes easily and quickly, thus helping in proactive deductions management.

EIPP Cloud

- The HighRadius EIPP cloud provides a self-service customer portal, where they can log in and see details of outstanding invoices and make payments through credit cards and ACH.
- Besides eliminating paper and courier costs, the solution provides real time visibility into the billing and the payments process, making things easy for both the supplier and the buyer.