

# Bonneville streamlines A/R Collections with WideOrbit



## ABOUT THE COMPANY

Bonneville International is a top-tier broadcast media leader serving six major markets with 22 radio stations and one iconic TV station in their headquarters city of Salt Lake City, Utah.



### GOALS

Implement an alternative solution for payments processing

Drive customer engagement with the payment portal

Improve overall customer service performance



### APPROACH

Integrate WideOrbit's evolving *WO Payments Suite* with *WO Traffic* to drive usage of the simplified payment portal while maintaining data integrity with the system of record.



### RESULTS

**Over 50%** client adoption within first six months

**40+** labor hours saved per week

Operational scalability allowed for expansion to **2 new markets**



*“With the explosion of content creation and distribution methods, the complexity of today’s media world is significant.”*

**KENT NATE**  
SVP & CFO

## THE CHALLENGE

Bonneville identified the need to automate and centralize their billing and payments procedures.

They wanted a solution to streamline payments including cash-in advance transactions and to centralize client-specific activity for improved communication regarding receivables.

After implementing a well-known collections management software package, Bonneville realized that there were needs specific to the media industry that could not be addressed with this industry-agnostic solution.

Furthermore, their advertiser clients found the payment portal complicated which led to virtually full abandonment and extended delays. Bonneville had zero visibility into the “buy” side of the portal, so customer service also diminished. Bonneville was forced to revert to processing all payments manually.

## THE SOLUTION

Bonneville turned to WideOrbit since they had been a long-time satisfied customer of the *WO Traffic* product.

For years with the traffic product, WideOrbit displayed time and time again the willingness to collaborate on product development and directly solve clients' business dilemmas.

The *WO Payments Suite* product had recently introduced new features that would help Bonneville address many of the gaps they were experiencing with the existing, generic payments solution. Three of the features that proved critical in Bonneville's decision to transition systems were the very simple and intuitive payment portal, the ability to accurately handle cash-in-advance (CIA) transactions for political clients, and 24/7 access to the application with automatic software updates via the cloud.

Furthermore, because *WO Payments Suite* would have the master data synchronized in near real-time with the system of record (*WO Traffic*), Bonneville would benefit from drastically reduced manual entry and human error.

## THE RESULTS

Within six months of implementation, over 50% of Bonneville's clients were embracing the automated payment process and simple portal interface.

Bonneville continues to experience improving consistency and accuracy in this aspect of the A/R workflow and receives increasingly positive feedback on other related process improvements.

Another direct result from the improved workflow efficiency was an estimated time savings of over 40 labor hours each month. This operational scalability allowed Bonneville to reallocate their human resources to support the expansion into two new markets (San Francisco & Sacramento) across eight new radio stations.

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*“The seamless data integration between WO Payments Suite and WO Traffic was a key factor in our decision to migrate solutions.”*

**JOEL SMITH**

Corporate Credit Manager

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*“The ability to drive growth and expansion through improved efficiency is a competitive advantage.”*

**KENT NATE**

SVP &amp; CFO

Learn more about *WO Payments Suite*

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