



THE CUSTOMER

Agility PR Solutions gives thousands of public relations and communications professionals the ability to examine media coverage of their brand, industry, and competitors. It also allows these professionals to track images associated with their organization, create PR reports, and connect with media influencers. In addition, Agility PR Solutions offers a turnkey monitoring service that automatically provides its customers with daily briefs and human-curated coverage reports.



AGILITY PR SOLUTIONS' STORY

Agility PR Solutions is a PR (Public Relations) SaaS company that provides media monitoring solutions that help public relations and communications professionals connect with journalists, track what is being said about their business, industry, and competitors, and measure the impact of their efforts.

Its customers pay for access to a cloud-based media database, communication monitoring, reporting, and analytics solutions on a subscription basis.

Prior to using Stax Bill, Agility PR Solutions' billing was done manually using basic accounting software. This software had limited capabilities and was unable to process credit card payments. As the business began to scale and acquire thousands of new customers within a short period of time, billing became unmanageable and international customers had trouble sending payments via cheque, EFT (Electronic Funds Transfer), direct debit, etc.

Stax Bill simplified the payment collection process by setting up gateways for Agility PR Solutions' three location-based customer entities—U.S., U.K., and Canada—allowing the business to process credit card payments and saving the billing team several hours a week.

Stax Bill also seamlessly integrated with Agility PR Solutions' CRM (Customer Relationship Management), Salesforce.

By automating and streamlining its billing and

invoicing, Agility PR Solutions has managed large volumes of customers more efficiently without manual intervention, allowing it to continue scaling with confidence.



THE CHALLENGE

As Agility PR Solutions' client base rapidly grew, its annual invoice volume increased from thousands to tens of thousands. Standard accounting software proved problematic to manage customers, generate invoices, and collect payments.

The business was also unable to process credit card payments due to the limited capabilities of its accounting software, which made it difficult for Agility PR Solutions to set up alternative payment methods and then reconcile these payments to invoices.



THE SOLUTION

Stax Bill not only automated and streamlined Agility PR Solutions' billing and invoicing but also simplified the payment collections process for both the billing team and customers by setting up payment gateways to accept electronic payments.

By flagging customers that are either in good or poor standing and automatically sending out past due notices and statements, the Stax Bill system enables Agility PR Solutions to stay on top of its customers' status with ease and manage these efficiently.

The automation of recurring billing is a business superpower. Let's start your origin story.



THE BENEFITS

By automating and streamlining its billing and invoicing, Agility PR Solutions has managed large volumes of customers more efficiently without manual intervention, allowing it to continue scaling with confidence.

The fact that Agility PR Solutions is now able to accept credit card payments directly through the Stax Bill

system has significantly shortened the payment collection period, saving the billing team several hours a week.

The self-service portal Stax Bill provides also allows customers to see their invoices and make payments without ever having to contact the company for this information. This facilitates a better customer experience while reducing the demands on the staff at Agility PR Solutions.



[Stax Bill] helps manage customers more efficiently by flagging to us which customers are in good standing or not. Having the system automatically send out past due notices and statements also helps process large volumes of customers without any manual intervention.”

– Mark Zurawski,

Business Analyst, Agility PR Solutions.



“We've caught up on a lot of accounts that we were having trouble with. It's becoming a way cleaner process from an AR standpoint. Finance is happier with our Accounts Receivable's aging reports.”

– Mark Zurawski,

Business Analyst, Agility PR Solutions.



“With the inclusion of the ability to make payments by credit card directly through the system, [Stax Bill] can save a company several hours a week.”

– Mark Zurawski,

Business Analyst, Agility PR Solutions.

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