

Scalable A/R for a Growing Customer Base: Regal Wine Imports, Inc. Leverages FTNI's Online Payments and AutoPay Solutions



The Challenge

Founded in 1980, Regal Wine Imports, Inc. has grown to become a premier importer and wholesale distributor of fine wines, craft beers, and spirits. Based in Moorestown, New Jersey and rooted in a strong company culture and commitment to building meaningful, long-term relationships with both customers and suppliers — Regal Wine has thrived over the past 40+ years and remained true to that vision.

As the company experienced rapid growth—averaging more than 10 new accounts each week—Regal Wine identified the need for a scalable accounts receivable (A/R) solution to streamline operations and keep pace with its expanding customer base.

The Solution

After months of research into integrated A/R platforms to address the challenges of managing a rapidly growing customer base, Regal Wine discovered FTNI's ETran A/R automation platform to help streamline and automate back-office payment processing operations.

With FTNI's ETran platform, Regal Wine was able to implement a solution that allows customers to access open invoices via a secure online portal to make timely payments anytime, from anywhere—while also supporting the needs of their internal A/R team.

SUCCESS STORY SNAPSHOT

Industry:
Beverage Distribution

Location: New Jersey

Solutions: ETran Online
Payments & AutoPay

Payment Method: ACH



“Our customers are delighted with the ability to see open invoices and credits on the account,” stated Kristen Alpheaus, Credit & Collections Manager, Regal Wine Imports, Inc. “Our A/R team has been greatly assisted with the invoice notifications that have helped us get more traffic on the customer portal and shrink our past due invoice balance.”

Since implementing FTNI’s Online Payment and AutoPay solutions, Regal Wine has seen a positive shift in customer payment timelines and A/R efficiency. The fully-hosted online payment portal provides Regal Wine’s customers with an easy-to-use online payment solution to view and make payments to open invoices. In addition, with the automatic debit (AutoPay) solution, Regal Wine is able to offer customers the ability to set-up one-time and recurring automated payments.

The Results

Since the launch of the ETran platform, Regal Wine has seen rapid adoption, with 612 customer activations and an average of 25 new activations per week. Additionally, Regal Wine has experienced a positive reception from their customer base on the new A/R automation solutions.

“Our rule of thumb in the collections department is ‘no feedback is good feedback.’ Silence is the sound of a happy customer base, we have not received any complaints, just prompt payment,” said Alpheaus. “Prior to launch, we had some eager customers requesting updates, and they did not hesitate to register once launched.”

Looking Forward

Reflecting on the impact of FTNI’s A/R automation solutions, Regal Wine emphasized the strategic value of implementing A/R automation solutions sooner rather than later.

“There are many customers in our industry who base how much they order on ease of payment,” Alpheaus noted. “We were one of the last in our industry (according to our customers) to make the switch to a complete online portal, and it did weigh on the minds of our customers and often delayed payments.”

Through FTNI’s Online Payment and AutoPay solutions, Regal Wine has transformed receivable operations, supporting scalable growth and enhancing the customer payment experience. With a robust, seamlessly scalable A/R platform in place, Regal Wine is well-positioned to continue its upward trajectory of expanding their customer base with an A/R solution that can keep pace with a growing customer base.

REALIZED BENEFITS

Enhanced customer convenience with 24/7 access to online invoices, improving payment timelines.

Improved cash flow by reducing collection calls, as more customers make proactive, on-time payments through the online portal.

Supported rapid growth, keeping up with 10+ new accounts added weekly without increasing A/R workload.

About FTNI, an Ascendant Company



FTNI, an Ascendant Company, accelerates the way businesses accept, process, post and manage payments. Processing millions of transactions monthly, FTNI’s accounts receivable automation platform, ETran, accepts any payment method, via any payment channel—all on a single, secure, cloud-based platform. ETran seamlessly integrates current business processes, bank and merchant processor relationships, and back-office systems to modernize and automate payment processing and cash application operations. Founded in 2007, FTNI serves more than 20,000 corporate users from over 1,000 customers spanning numerous industries including Banking and Financial Services, Distribution, Insurance, Nonprofit, Property Management, Realty, Utilities, and more. For more information, visit ftni.com.