

Increased Efficiency and Payments Ahead of Schedule for Titan Granite

In early 2022 Titan Granite made the decision to switch to ActionPay, the fully integrated payments experience in their Action Flow software, and they haven't looked back.



CHALLENGE

Finding a simple, easy to use payments solution has always been a top priority for Titan Granite. As a small countertop fabrication and installation business, using the right technologies that allow for repeatable and scalable processes are key. In the early days of operation, they knew that offering a way to easily collect payments could fuel efficiencies and increase cash flow for the business. Their first system enabled customers to pay for their new countertops in two (2) in-person installments; first their deposit in-store and then the remaining sum collected by installers on the job site.

But knowing the low risk tolerance of both their customers and the business in collecting payments by phone, this system often required customers to make a return trip to the store to provide payment details. And on installation day, appointments were often delayed while crews waited for payments to be completed - a requirement for installers to begin their work.

At the beginning of 2022, Titan Granite was advised that with the advent of 5G their processor required an expensive hardware upgrade to continue processing payments using their technology. Though the team was hesitant to change a process that was comfortable and working, when considered with payment delays and even occasional incomplete jobs, this unwelcome news triggered that it was time to look for alternatives. The good news? Their ActionFlow business management software offered ActionPay, a payments option built right into their workflow.

SOLUTION

Since integrated payments is a feature already embedded in ActionFlow's technology, getting started was simple. Guided by payments experts from PaySimple, the partner behind ActionPay, Titan Granite was equipped with training and resources to support their transition. And it didn't take long for the team to see the value of the new experience not only for their customers but also for their business.



Titan Granite is a full service countertop fabrication and installation center

Titan Granite was founded in 2014 and is based out of St. Louis, Missouri. They've used ActionFlow as their business management software since the beginning.

For the customer, the new payments experience is frictionless. After making their final decision, the customer's deposit is collected either immediately in the store or by creating a link that the customer can use to pay from their computer or mobile device, eliminating a trip back to the showroom. Then a reminder to pay the remaining balance is sent ahead of installation. To date, 100% of Titan Granite's customers have adopted the new payment process, most completing their payment days or even weeks ahead of their appointment without additional reminders. And installers love it too; each appointment is just focused on the installation. No time is taken up collecting payments, and there's no risk of payment default resulting in delayed or incomplete jobs.

For Titan Granite, automation through their embedded payments experience is saving their team over 1.5 hours a week across the customer lifecycle, from point-of-sale through job completion. And installers are seeing even better time savings by not collecting payments on the job - more than 2.5 hours a week! But it's the ease and quickness of collections that has truly made advocates of the Titan Granite team:

Since using ActionPay, more than 80% of jobs are paid in full long before installation, some even before the fabrication process begins. Meaning not only is Titan Granite benefiting from process efficiencies, but they're also reliably collecting payments ahead of schedule. In the words of Laura Harris, Head of Marketing at Titan Granite, "it's a big deal!"

BY THE NUMBERS

Since they started leveraging Action Pay, powered by PaySimple, the benefits for Titan Granite have been significant:

2.5+

HOURS PER WEEK
saved by installers at the
job site (130 hrs/yr)

1.5+

HOURS PER WEEK
saved by front office staff
through automated billing
(nearly 80 hrs / year)

0

cancelled or deferred
appointments due to
incomplete payments

100%

of jobs paid in full before
installation (40% before
fabrication!)



Our office manager was initially hesitant to use something new, but after a week she was converted, sharing 'this is amazing, we already have all our installs collected going into next week'"

LAURA HARRIS,
Titan Granite



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