

## ABOUT CONNOR SPORT COURT INTERNATIONAL

**Industry:** Manufacturing  
**Solution:** Accounts Receivable

Connor Sport Court International is the U.S. market leader in sports surfacing, having built systems for the NBA, NCAA, FIBA, USTA, FIVB, USA Volleyball and more. With 250 employees and two U.S. manufacturing sites, the company has sales in 75+ countries and installations on all seven continents. Connor Sports® and Sport Court® are registered trademarks of Connor Sport Court International.

## BENEFITS AT A GLANCE

**30%** 30% reduction in average DSO

**50%** 50% increase in customers submitting payments via portal



# CONNOR SPORT COURT INTERNATIONAL

## STREAMLINING AR COLLECTIONS & REDUCING DSO

Connor Sport Court International specialises in providing sport surfaces for virtually every type of athletic, park, school, arena or multi-use facility. With high-profile clients such as the NBA and NCAA, the company prides itself on being a market leader, including how it runs its internal processes. Recently, in an effort to make its accounts receivable (AR) finance department operate more efficiently, Connor implemented Esker's automated Collections Management solution. The results have been transformational – not only for Connor's business performance but for its employees and customers around the world.

## GREATER VISIBILITY & COMMUNICATION

Prior to Esker, Connor relied on a largely manual collections management process. This included team members having to constantly send out reminders, update spreadsheets, and figure out what customers were late and how to notify them. "There were just so many manual elements that didn't work for us," said Steve Morrison, Controller. "We weren't effective with our time and the lack of visibility meant we had less credibility when contacting overdue customers."

Today, Connor's AR staff is able to place notes directly into a customer's file, contact them and view invoices all through Esker's Collections Management solution. Day-to-day decision making is also improved thanks to the ability to manage by credit terms, which helps Connor's customers understand if they have limited credit or are approaching their limit.

**"IT'S IMPROVED OUR COMMUNICATION SO MUCH. WE'RE ABLE TO GO TO LEADERSHIP AND SHOW THEM EXACTLY WHERE WE ARE AND THE ISSUES WE'RE FACING."**

STEVE MORRISON | CONTROLLER

## REDUCING DSO & LATE PAYMENTS

Pre-implementation, Connor's DSO was in the neighbourhood of 74-75; today, it is closer to 50 – an impressive 30% reduction. "In our industry, anything you can do to speed up the cash cycle is critical," said Morrison. "Both of our divisions have seen a drastic reduction in late payments since we've employed Esker, which is very much needed when you're talking about a product that has to sit and dry for six to nine months and might be in inventory for months after."

**"ESKER HAS DEFINITELY CHANGED THE GAME FOR US FROM A DSO PERSPECTIVE."**

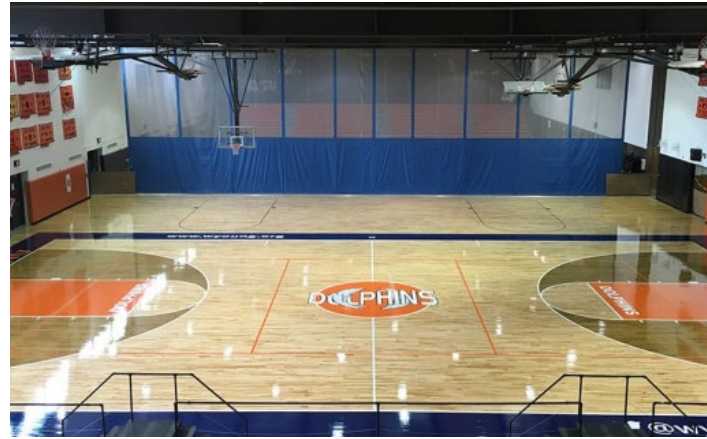
STEVE MORRISON | CONTROLLER





# ESKER ALLOWS US TO BE JUST AS EFFECTIVE AND PRODUCTIVE DOING OUR JOBS AT HOME AS WE ARE COMING INTO THE OFFICE.

STEVE MORRISON | CONTROLLER



## IMPROVING CUSTOMER EXPERIENCE VIA SELF-SERVICE PORTAL

Thanks to Esker, Connor has also been able to transition more customers (between 60-75% total) to make payments via a self-service portal — a strategy that has improved the overall experience for both Connor team members and especially its customers.

“We had some initial pushback from a handful of old-school customers, but everyone’s much happier with the situation as it currently stands,” said Morrison. “It all goes back to the visibility Esker offers. Some customers had a hard time believing us when we’d call and tell them they’re late. On top of receiving automated reminders every week, it’s now all right in front of them via the portal. A lot of our customers say it’s the first place they go in the morning.”



## FACILITATING A REMOTE WORKFORCE

Like countless other businesses, Connor has been dealing with COVID-19-related lockdowns and remote work environments since March. Fortunately, Esker has allowed the company to not only maintain business continuity and efficient processes, it’s also helped avoid the potential for transmission and kept employees out of harm’s way. “There are just so many potential problems within our chain of operation, so not having to be on-site the past few months has been a very big help.”

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