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Order-to-Cash Automation 101

Order-to-cash (O2C) is the umbrella term for the entire cycle of events that occurs from quote generation to customer payment and revenue recognition. Some call it the revenue cycle, but in short, **it's the financial process that turns a sales opportunity into cash for your business.**

Why automate O2C?

Historically, O2C has been a highly manual, error-prone process. Relying on manual data entry for a business' most important financial process doesn't just open you up to data misalignment and errors—it can create a bad customer experience and stifle growth. Automating your O2C will allow you to boost customer retention and grow at scale.

Why is now the right time to automate?

As it stands, the average O2C process is often immature and leaves gaps in creating your customer experience. By automating critical aspects across O2C, you're putting your business at a competitive advantage. It will take the burden of manual data entry and intervention off your sales and finance teams, allowing you to scale faster and provide a better customer experience, which will result in higher conversion rates and increased growth.

Since so few businesses are automating O2C, making automation a priority will put you ahead of the competition.

What does good O2C look like?

High data accuracy and alignment – >99%

Minimal human intervention – < 10% of orders touched

Strong controls and compliance – be audit ready

Frictionless customer and employee experience – increased customer satisfaction during onboarding

Seamless billing and revenue recognition – reduce your DSO (days sales outstanding)

Ability to scale for fast growth – Automation that scales with demand

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Schedule a demo

To learn how you can automate your O2C process, schedule a demo with one of our automation experts.