

SRS DISTRIBUTION

Established in 2008, SRS Distribution is the fastest-growing distributor of building products in the United States. Their commitment to customer success has earned the trust of contractors and builders nationwide, who rely on them for speed, reliability, and service at scale.



CHALLENGES

SRS Distribution has always placed customer success and service at the heart of its operations. Even amid periods of rapid growth, that commitment remained a top priority—despite the challenges that came with expansion.

As their operations scaled, the volume of credit applications and transactions surged, and with this, the limitations of their existing order-to-cash systems began to appear.

Their credit application and job sheet workflows—while thorough and service-oriented—were highly manual, creating friction and acting as a check to growth.

In their collection efforts, SRS struggled to maintain consistent contact with the thousands of small, low-value accounts under their service umbrella.

As these challenges mounted, the seams in their order-to-cash operations began to strain. SRS recognized it was time to find a solution—one that could scale with their business and maintain their quality service commitments.

SOLUTIONS

Bectran introduced automated credit application and job workflows that aimed to both reduce the manual requirements for approvals while also integrating seamlessly with existing ERP systems, ensuring data consistency across all departments and business units.

To enable SRS to reach all their customers for collections without overextending their team, Bectran implemented advanced dunning automation and risk scoring capabilities. This allowed SRS to prioritize outreach, maintain consistent communication, and manage collections for thousands of small accounts more effectively—without compromising service quality.

AT A GLANCE

Challenges:

- Long application approval times
- Overextended collections efforts
- Manually-intensive workflows

Results:

- Account approval times dropped **from 6-7 days to <2 days**
- **50%** of job sheets are approved without manual intervention
- Reduced the portfolio size of collection officers by **80%**



Watch SRS's Story

RESULTS

Since implementation, SRS has seen account and application approval times drop from their **average of 6-7 days to just below 2 days.**

*"Because of the scoring models in Bectran, we now **automate and approve over 50% of our jobs...** that's thousands of jobs that we don't have to touch."*

—Chris Edwards, VP of Credit Operations, SRS Distribution

On the collections side, Bectran's solutions have had a similar impact. With dunning and risk scoring automation in place, SRS is able to stay engaged with every customer account—regardless of size—while focusing its collections team on complex and higher-value work. As a result, collection officers' portfolio sizes have been **reduced by 80%.**