



How Taulia accelerated invoice payments using Dynamic Discounting

Company Profile: Taulia Inc., the financial supply chain company, provides cloud-based invoice, payment and dynamic discounting management solutions.

The Objective

Using Taulia's Dynamic Discounting software suppliers can choose to accelerate payments in exchange for discounts. Everything is easy and simple, but there is a catch – raising an invoice for payments is considered to be a clerical job. Most suppliers usually have non-decision makers administer this process. Thus, Taulia looked to accomplish one major objective:

Taulia wanted to rope in more financial decision makers representing suppliers to its software to encourage the acceleration of payments.

The Solution

Businesses always aim to increase working capital by collecting receivables quickly. To promote the use of dynamic discounting, the product manager at Taulia planned to notify users (suppliers) about the benefits of accelerating invoices and thus invite key financial decision makers to its software. Displayed on Taulia's Homepage, the notification urged users to sign up multiple decision makers (cash managers, Treasurer, Finance, etc.) to Taulia's software. As a means to direct users to register it had a call-to-action button that upon clicking opened a new window for registering new users.

Key Result

Within two weeks of running this notification, Taulia on-boarded '37' key financial decision makers representing suppliers on its software. The average MoM (Month-on-Month) increase was 5%, on this baseline, after using WebEngage the MoM increase in total discounts captured jumped to 17%. That's a whopping 240% upsurge in the monthly increase in total discounts.



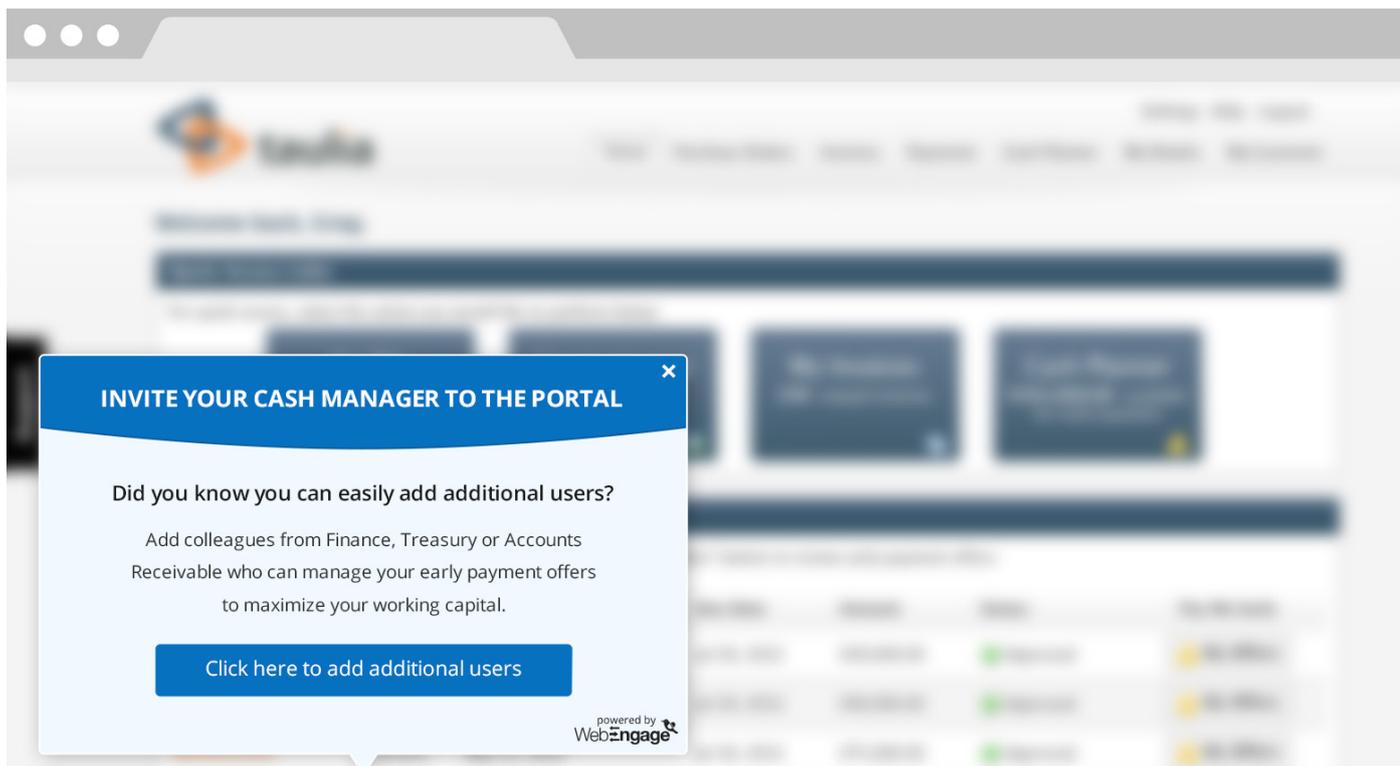
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“ Webengage is an incredibly useful tool for Taulia. We use notifications to showcase new features or highlight actions we want users to complete. We also use a multitude of surveys to measure Net Promoter Score, gather feedback on new features and even allow our customers' procurement groups to directly survey their suppliers. Webengage helps us gather customer insights that shape our business and then helps us direct users to get the most value from these new solutions. ”



Vincent Beerman,
Product Manager
Taulia Inc.



The solution was simple, nudge existing users with a message to sign-up more users with an onsite notification.

WebEngage provides a wide range of **onsite notification layouts** to choose from, for instance, ‘modal lightbox’, ‘box’, ‘call out’, ‘banner’, ‘sticky header’, ‘sticky footer,’ etc. The choice of these layouts is a function of the use-case in consideration.

Here, the callout layout met the purpose; it is used to highlight particular section, button, a new or existing feature on a site.

After having selected the layout fitting the

use-case, next step is to put in details for each element of the notification. Here elements include title, supporting text, call-to-action URL, and a call-to-action button. Then comes setting targeting rules (rules defining when it appears, who sees it, etc.) that trigger notification into action.

Alongside the above options, WebEngage also allows for setting the appearance of notification matching site UI/UX.

Given the nature of Taulia’s business and the attached gainsharing contracts, the campaign acted as a major boost to meet the desired KPI’s.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

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+1 (408) 890-2392 (US)

+91 (22) 61102400 (IN) | webengage.com | monk.webengage.com

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