

MONROVIA NURSERY COMPANY

Monrovia specializes in the sustainable care and cultivation of a wide range of plant species in their carefully managed, one-of-a-kind nurseries. Operating for nearly 100 years, Monrovia is the premier provider of landscape beautification for both commercial and private settings in the U.S.



CHALLENGES

Monrovia has always been a leader—not just in cultivating plants, but in growing lasting relationships with their customers. For nearly a century, they built their success on craftsmanship, sustainability, and a deep care for quality.

As their business accelerated and operations expanded, Monrovia's traditional method of handling payments and resolving disputes began to show its limitations.

Although it was the industry standard, the process of receiving mailed checks, manually matching invoices, handling disputes through paperwork and notes on bills of lading were all beginning to slow the pace of business.

Monrovia recognized the need for change early, but faced a dilemma:

How could they modernize and accelerate their payment processing and dispute resolutions without compromising their exceptional customer service?

SOLUTIONS

Bectran's user-friendly O2C management platform and payment portal were introduced, allowing Monrovia's customers to more easily make payments through digital methods such as credit cards and ACH.

To simplify dispute resolution, Bectran enhanced its line-item claim functionality—giving Monrovia the precision and end-to-end invoice-to-cash resolution they needed. This tailored approach eliminated back-and-forths, shortened resolution times, and delivered a smoother credit experience.

AT A GLANCE

Challenges

- Manually-intensive, paper based payment processing
- Lengthy dispute resolutions and line-item claims

Results

- Payments collected **4x** as fast
- Dispute resolution decreased from **weeks to days**
- Payment portal **adoption rate over 90%**

WATCH MONROVIA'S STORY



RESULTS

Monrovia has seen an increase in its cash flow, with adoption rates for their digital payment portal exceeding all expectations.

"We collect money faster. Compared to last year, we are **\$10 million ahead**, which is substantial in our business," – Frank Van Straalan, CFO at Monrovia

Processing disputes, which once took weeks or even several months, can now be **completed in a single day**. Improved customer communication avenues—along with support for more granular claims—have helped improve nursery operations by identifying the root cause for a dispute, whether due to damage, disease, or lost items.