



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 growing challenges.


 As their operations scaled and the volume of credit applications and transactions surged, the limitations of their existing order-to-cash system began to show.


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

 On the other end of their order-to-cash process, in their collection efforts, SRS struggled to maintain consistent contact with the thousands of small accounts (<\$100k) 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 applications 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 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:

- Growing volume of credit apps, job sheets, and payments
- Overextended collections efforts
- Scaling without a proportional workforce increase

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

In the months since implementation, SRS has seen 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 Arrington, Chief Credit Officer, 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 the 20% of customers who account for 80% of revenue. As a result, collection officers' portfolio sizes have **reduced by 80%.**

