Chiquita Brands International, Inc. (NYSE: CQB) is a global marketer and distributor of high-quality fresh and value-added food products with annual revenue of nearly $4 billion. They market their products under the Chiquita® and Fresh Express® premium brands and other related trademarks.

CHALLENGE

Chiquita recognized the benefits outsourcing could provide them in terms of cost savings and productivity improvements. Unfortunately, the outsourced partner they chose was not delivering the desired cost savings. Further, their provider was increasingly unreliable, with their customers not receiving bills on time, if at all. Finally, Chiquita was dissatisfied with the customer service response levels from their current provider.

SOLUTION

Chiquita chose to implement Billtrust’s Quantum Invoicing solution. As part of this service, Billtrust would help them to redesign their invoice and statements, setup multiple paper and electronic delivery channels and implement a CSR tool, called CLIENT CONNECT, for handling billing inquires.

Today, Chiquita uploads a billing file for all their divisions via their Oracle ERP system to a secure FTP. Billtrust then delivers the bills across multiple delivery channels (US Mail, Email, Fax, Online) based on the preference of Chiquita’s customer.

An important factor for Chiquita was Billtrust’s ability to setup different online presentment and payment sites for each business unit with unique branding and lockbox accounts. Further, with Billtrust’s network of print and mail facilities across the country, Chiquita is able to send bills to customers from the mail location that is closest to that customer in order to optimize delivery times.

RESULTS

Chiquita went live with Billtrust in less than 60 days. Their paper and electronic billing process is now seamless and the timing and accuracy of their bill delivery process has improved significantly. Chiquita continues to grow their e-Adoption rate resulting in significant cost savings in their bill delivery costs (their current e-Adoption is over 80%). Further, they have high levels of satisfaction among their customers since bills are now delivered on time and in a consistent manner.