LOGICSPEAK EXPERIENCES 20% ANNUAL GROWTH THROUGH SCALABLE BILLING SOLUTION

ABOUT LOGICSPEAK

Logicspeak

Established in 2004, Logic Speak is an Atlanta-based MSP with 11 employees and more than 70 clients. The company provides managed IT services for local small businesses and delivers specialized technology support including CAD and project management solutions to area engineering firms.

WHY THEY NEEDED CONNECTBOOSTER

Logic Speak was having a tough time accepting digital payments from its customers. Their account was struggling to keep up with the increasing number of transactions using a manual collection and entry process. After experimenting with PayPal as a backend internet gateway, including an integration the team wrote to their API, their automation capabilities remained limited, and the connection broke frequently.

The method was often confusing and made life complicated and hectic for the accountant and other members of their staff, and consumed a considerable amount of their time. Logic Speak needed a scalable solution that would ensure they got paid without all of those headaches.

HOW CONNECTBOOSTER IMPACTED THEIR BUSINESS

Based on peer recommendations and its automation capabilities, Logic Speak CEO Jason Ethridge selected ConnectBooster to help speed up and simplify its collections process.

"Our payment platform now links with Autotask and QuickBooks, which means we no longer have to create new usernames and passwords and input payment data in other systems. ConnectBooster pulls the information it needs and updates the other applications."

Connect Booster

How did the new payment portal impact Ethridge's business?

› The company saved approximately 4-6 billable hours per month by implementing ConnectBooster even after acquiring another firm and doubling their monthly invoices.

› Logic Speak revenue increased 20% year-over-year since implementing the new payment system.

› Clients are now billed automatically, without any team member lifting a finger.

WHY THEY WOULD RECOMMEND CONNECTBOOSTER

"The automated collections process fixed our problem. We enjoy having more cash in our checking account every month, not additional accounts receivable. That lets us automate more processes, hire more (and more qualified) employees, and continue building out our managed services practice."

Jason Ethridge, CEO at Logicspeak

Visit our pricing page to learn more about automating your billing, accounting, payments processing, and streamlining your cash flow.

connectbooster.com/pricing-quote