QuickBooks Payments Helps a St. Louis-Based, Multi-Location Ice Cream Company Streamline their Wholesale & Catering Accounts Receivables by Accepting Digital Payments

CHALLENGES

- Payment collection - After signing a contract for a wholesale or catering job, they would have to collect a physical check, wait for the check to be mailed in, or rely on their Point of Sale (POS) system which could not secure a deposit.

- Automation - As the business grew to 35-40 wholesale/catering transactions per month, they were looking for an automated way to send invoices with payment links to accept digital payments and eliminate human error when reconciling.

- Security - They wanted their customers to feel secure paying digitally.

SOLUTIONS

- QuickBooks Payments helps save time waiting on deposit checks to be mailed and allows their wholesale/catering customers the flexibility to pay via ACH or with credit cards at their convenience through a payment link.

- QuickBooks Payments makes it easy to automatically reconcile invoices in QuickBooks, streamlining the Accounts Receivable process[1] and reducing human error.

- QuickBooks is a name they feel their customers can trust to feel secure paying digitally.

RESULTS[2]

- Approximately $240,000 in digital payments received in the past year, reducing the need to chase down payments or wait on checks.

- QuickBooks Payments saves them approximately 412 hours and $18,000 annually on the Accounts Receivable process and resources.

- Enables faster payments and eliminates nearly all book-keeping errors due to seamless reconciliation.

AT A GLANCE

BUSINESS OVERVIEW

Company: Clementine's Naughty and Nice Ice Cream

Location: 7 retail locations in Missouri; 1 retail location in Illinois; Manufacturing Facility in St. Louis; e-commerce business; and Wholesale/Events Catering

Industry: Food Services & Retail

Number of Employees: 195 FT/PT Employees (Retail, Corporate/Admin, Manufacturing)

Business Scope: Clementine's Creamery is a "micro creamery" serving ice cream churned in small batches, made by hand with all-natural ingredients. The ice cream is sold in retail shops, online, wholesale, and events catering.

QUICKBOOKS PRODUCTS

QuickBooks Online Advanced
QuickBooks Payments

BY THE NUMBERS[2]

$240K Digital Payments Received Annually

412 Hours Saved Annually on Accounts Receivable

$18K Saved Annually in Accounts Receivable Costs

"A lot of people don't use checks anymore, so sending an invoice electronically is so much easier for catering and wholesale orders. QuickBooks is a name people trust, and our customers feel comfortable they are making digital payments on a safe platform."

- Tamara Keefe, Founder, Clementine's Naughty and Nice Ice Cream

How QuickBooks Payments Helped a St. Louis-Based, Ice Cream Retail, ECommerce, Manufacturing, Wholesale & Catering Company Save Time, Money, and Streamline their Accounts Receivable Process

Clementine's Naughty and Nice Ice Cream, also known as Clementine's Creamery, was founded in 2014 by Tamara Keefe and serves unique, hand-crafted, small-batch ice cream flavors. Tamara spent 25 years in corporate America working for Fortune 500 companies and was tired of the grind. Her passion was making ice cream, and there was no local ice cream shop in her St. Louis neighborhood. She gave up her corporate career to follow her joy and help make her community a better place.

Tamara started her business in her kitchen, then opened her first, 500-square-foot ice cream retail shop in 2015. Little did she know she was creating a national ice cream phenomenon with their "boozy" flavors and vegan options. Now with 8 physical locations, a manufacturing facility, a growing ecommerce business, and wholesale and catering clients, Clementine's Creamery has received national recognition and has been featured in Forbes magazine as well as Oprah's 2019 "O List" as the "Sexiest Ice Cream."

Tamara Keefe, Founder

Business Challenge: Payment Collection, Automation, and Security

Clementine's Creamery was looking for a way to automate and collect deposit payments as well as streamline their invoicing and Accounts Receivable process for their wholesale and catering/events clients. In the past, they were:

- Sending a contract to the client to sign
- Waiting for the contract to be returned, then sending an invoice
- Collecting a deposit check (either in person or waiting for it to be mailed)
- Depositing the check into their bank account
- Relying on their POS system for credit cards or ACH payments
- Having to manually match up and reconcile payments

They also wanted their customers to feel secure making digital payments. As their number of wholesale and catering transactions began to increase to 35-40 per month, they were looking for a solution that would continue to grow and scale with them.

Automated Solution: QuickBooks Payments

After upgrading to QuickBooks Online Advanced, Clementine's Creamery learned about QuickBooks Payments and knew this solution would automate, simplify, and streamline their Accounts Receivable operations. According to Tamara:

- Everything is automated internally from a record-keeping perspective, and it saves a lot of steps and time from having to do everything separately and chase down payments.
- The invoices show up as paid in their system and are automatically reconciled[1], which eliminates human error as it can be easy to mismatch deposits to invoices, especially since many are $50 or $100 deposits.
- Their clients feel secure making digital payments as QuickBooks is a name they trust and a safe platform.

"Accepting digital payments is much more efficient than receiving physical checks and depositing them at the bank. It's more convenient for our customers because they can do everything online. A lot of people don't use checks anymore, so sending an invoice electronically is so much easier for catering and wholesale orders. QuickBooks is a name people trust, and our customers feel comfortable they are making digital payments on a safe platform."

- Tamara Keefe, Founder, Clementine's Naughty and Nice Ice Cream

Results: Saving Time and Money, While Increasing Efficiency

According to Clementine's Chief Financial Officer Jennifer Guinn, "It used to take us an hour per transaction for the wholesale/catering Accounts Receivable process. Now with QuickBooks Payments, it takes 5 minutes. We average between 35-40 transactions per month, so it is saving us about 34.33 hours per month or 412 hours per year, which equates to roughly $18K per year savings in Accounts Receivable costs."

Jennifer Guinn
Chief Financial Officer

Jennifer added, "All the software tools we use to run our business work perfectly with QuickBooks. I'm newer to QuickBooks as I have always worked for much larger organizations with much bigger systems. I have to say, I've been very pleasantly surprised. All our integrations work seamlessly and efficiently, which I have not experienced in the past."

QuickBooks: A Trusted Partner as Clementine's Creamery Scaled and Now Prepares for Future Growth

Clementine's Creamery has used QuickBooks since they started 9.5 years ago, when they had only one shop. They have grown to 8 retail locations with no plans to slow down. According to Tamara, they have an aggressive growth strategy in place to expand to 15 retail locations by 2026-2027, then establish a footprint first regionally, then nationally.