COST AND BENEFIT STUDY, SCENARIO 2 OF 5

Regional SMB distributor

5,043 hours a year of manual order-to-cash work, and what changes when the buyer places the order.

Prepared by **WEGOTRADE** | *Process optimisation and return on investment*

SECTION 1

Introduction

This is a documented study, not an estimate. Every recurring task in the order-to-cash cycle was measured across a full year, then re-costed against a platform where the customer places the order.

Activity	Dairy distribution with direct store delivery
Industry	B2B food distribution
Delivery drivers	6
B2B customer orders	1,190 per month
Estimated annual revenue	$10,710,000 (at a $750 average order value)
Accounting or ERP system	QuickBooks Online

This study covers order capture, delivery adjustments, invoicing, payments and accounts receivable. It assumes 100% of order capture moves onto the platform. Payments are automated at 85% (60% online plus 25% collected on the doorstep by the driver). Remaining processes are covered by the mobile tools and the accounting integration, at 80% effort optimisation, leaving 20% for exception handling.

SECTION 2

Executive summary

5,043 h MANUAL EFFORT PER YEAR, BEFORE	3.00 FULL-TIME EQUIVALENTS ABSORBED
$177,105 ANNUAL COST OF THAT EFFORT	4,070.1 h HOURS RELEASED, 2.42 FTE

$94,429 NET ANNUAL SAVING	195% RETURN ON INVESTMENT
6.2 mo PAYBACK PERIOD	80% EFFORT AUTOMATED

Key gains

→ Fewer errors and less rework, because the data is entered at source.

→ Faster payment, because the invoice and the payment move together.

→ Real-time visibility on orders, deliveries and payments.

→ Better customer experience, because ordering stops depending on reaching a person.

SECTION 3

Where the 5,043 hours go

With 1,190 orders a month, customers order mainly by phone and email, and the administrative team keys every one of them into QuickBooks Online by hand. On delivery, the 6 drivers take returns and total the final delivery manually, then the invoice is created from their notes on their return.

Friction points

Errors and rework
Manual entry into QuickBooks Online, and hand-written delivery notes, multiply transcription errors and omissions.

Operational delay
The full cycle from order to delivery to invoice to payment depends on drivers returning and on the administrative team being available.

No real-time visibility
Without a central system there is no live view of order, delivery and payment status.

Customer experience
Ordering by phone or email costs the buyer time. They have to reach someone, list every item from memory or their own notes, then wait for confirmation. Invoices arrive late and the balance is opaque.

Validated time assumptions

ACTIVITY	TIME PER ORDER
Order creation	8 min
Delivery adjustments	3 min
Invoice creation	3 min
Payment processing	3 min
Accounts receivable	4 min
Total per order	**21 min**

Reference hourly cost = $59,000 fully loaded salary divided by 1,680 scheduled hours a year (35 h a week across 48 worked weeks) = $35.12/hour.

Current administrative load

SECTION	HOURS / MONTH	HOURS / YEAR
Customer orders	158.7	1,904 h
Consolidated supplier orders	3.8	45 h
Delivery adjustments	59.5	714 h
Invoicing	59.5	714 h
Payments	59.5	714 h
Accounts receivable	79.3	952 h
Total	**420.3**	**5,043 h**

That load is the equivalent of **3.00 full-time positions** (5,043 hours divided by 1,680 hours per position), costing **$177,105** a year.

SECTION 4

What changes, stage by stage

Annual effort falls from **5,043 hours to 972.9 hours**. The spine of the change is that the customer places the order, on the branded ordering platform, instead of a person re-keying it.

Customer orders
Before. 1,904 hours a year.

After. 100% of orders are placed by the customer, online or from an order template generated for their delivery day. Manual entry disappears.

Released: 1,523.2 hours a year. The remaining 380.8 hours cover exception handling.

Consolidated supplier orders
Before. 45 hours a year.

After. The 9 monthly consolidated supplier orders are generated automatically by WEGODeliver.

Released: 36 hours a year. The remaining 9 hours cover exception handling.

Delivery adjustments
Before. 714 hours a year.

After. WEGODeliver captures adjustments and returns at the customer site. The final invoice is produced on the spot, so what is delivered and what is billed always match.

Released: 571.2 hours a year. The remaining 142.8 hours cover exception handling.

Invoicing
Before. 714 hours a year.

After. Invoices are generated on the spot and synchronised instantly with QuickBooks Online, with no re-keying.

Released: 571.2 hours a year. The remaining 142.8 hours cover exception handling.

Payments
Before. 714 hours a year.

After. WEGOPay automates 85% of payments (60% online plus 25% collected on the doorstep by the driver), and applies each payment to its invoice automatically. Reminders and statements go out on their own.

Released: 606.9 hours a year. The remaining 107.1 hours cover exception handling.

Accounts receivable
Before. 952 hours a year.

After. Payment reminders and monthly statements are automated on the platform, cutting the manual chase on overdue accounts.

Released: 761.6 hours a year. The remaining 190.4 hours cover exception handling.

Before and after, side by side

DIMENSION	BEFORE	AFTER WEGOTRADE
Error risk	High. Manual transcription into QuickBooks Online, hand-written returns and omissions.	Near zero. Data is entered at source by the customer or the driver.
Payment delay	Extended by manual collection and late invoice updates.	Shortened by immediate online payment and mobile collection at delivery.
Invoice delivery	Manual and deferred, after drivers physically return.	Automatic and instant, by platform and email.
Payment status	Long manual entry to apply each payment to its invoice in QuickBooks Online.	Applied automatically for 85% of payments through the two-way QuickBooks Online integration.
Customer satisfaction	Disputes from entry errors on returns and payments.	Transparency and real-time access to invoices.
Team productivity	Administrative capacity consumed by repetitive entry.	Room to grow volume without adding administrative headcount.

SECTION 5

The return

ITEM	BEFORE	AFTER	GAIN
Administrative cost	$177,105	$34,167	**$142,938**
Full-time equivalents	3.00	0.58	**2.42 released**

Hours by section

SECTION	BEFORE	AFTER	RELEASED
Customer orders	1,904 h	380.8 h	1,523.2 h
Consolidated supplier orders	45 h	9 h	36 h
Delivery adjustments	714 h	142.8 h	571.2 h
Invoicing	714 h	142.8 h	571.2 h
Payments	714 h	107.1 h	606.9 h
Accounts receivable	952 h	190.4 h	761.6 h
Total	**5,043 h**	**972.9 h**	**4,070.1 h**

$94,429 NET ANNUAL SAVING	**195%** RETURN ON INVESTMENT
6.2 mo PAYBACK	**100%** ORDER CAPTURE CONVERTED

What it costs. Your investment depends on order volume, driver and agent counts, and which ERP you run, so we scope it on a call rather than publishing a number that will not match your operation. See how pricing works or have us run these numbers on your own volumes.

Benefits not counted above

→ Shorter payment delays and stronger cash flow.

→ Fewer bad debts, through automated receivables follow-up.

→ Materially fewer invoicing errors, and less rework behind them.

→ Real-time visibility on orders, deliveries and payments.

→ Higher customer retention, because the service is more reliable.

SECTION 6

Where this leaves you

Today this operation spends **$177,105** a year on administrative work that produces no margin and no customer value. Automating it releases **4,070.1 hours**, which is **2.42 full-time equivalents**, for a net **$94,429** a year and a **195%** return, paying for itself in 6.2 months.

Next steps

→ **Validation call.** We check the assumptions against your operation and adjust the model.

→ **Tailored demonstration.** The platform shown against your workflow, not a generic tour.

→ **Detailed proposal.** A full offer and an implementation schedule.

METHOD

1 Effort measured task by task across a full year, at a $750 average order value. Automation is modelled at 80%, leaving 20% for exception handling.

2 Hourly cost of $35.12 = $59,000 fully loaded salary divided by 1,680 scheduled hours (1,680 is 35 h a week across 48 worked weeks, which is the schedule a real position works, not a full calendar year).

3 One of five documented scenarios covering $3.9M to $192.6M in revenue. Payback across all five runs from 4.0 to 7.9 months. See the full 2026 playbook.

Together Business Is Made Easier *Ensemble on facilite les affaires !*

wegotrade.com +1 844-400-1008 info@wegotrade.com