

Real-world agency results

Veruna's Ascend integration streamlines payment operations with 50% time savings



Players Health's mission is to create the safest and most accessible environments for athletes to play the sports they love. With athlete safety education and coaching as well as coverage programs for sports organizations all throughout the US, Players Health is uniquely positioned to ensure that the spirit of competition and sport can continue to thrive.

Agency Snapshot

Headquarters: Minneapolis, MN

Employees: 62

Founded: 2012

Focus: Sports Organizations, Fitness Clubs, School Sports

Challenge

Tyrre Burks, CEO, wanted the flexibility to be able to choose the partners that best met the needs of Players Health as well as have these solutions easily integrate into existing workflows for the least amount of disruption.

"It's important to us to have the choice to decide who we work with and have these partners integrate smoothly with one another to create a tech stack that best meets the needs of our business," said Burks.

With their integrated invoicing and premium financing solution, Ascend was a key partner to maximize team efficiency and provide a best-in-class client payments experience.

Solution

Veruna's open platform allowed for Players Health to work with Ascend to integrate directly into their core system. With this integration, the team was able to automatically generate invoicing and financing links within their dashboard. Ascend updated the payment status whenever policies were purchased, allowing for an accurate and up to date state of all their policies.

"We were able to combine Ascend's seamless pay-in-full and premium financing checkout experience with our workflows in Veruna so we could fully manage the client experience all within our Veruna dashboard," said Burks.



Business Impact

After the integration launched, Players Health saw instant improvements to their collections process. What used to be a six or more step process, was now reduced to just three. With the more efficient invoicing process, premiums were also able to be collected much quicker than before. By allowing their clients the flexibility to choose how they want to pay (pay-in-full or premium finance) with one workflow, Players Health saved 50% of their team's time that was previously spent chasing down financing agreements, down payments, invoicing, etc.

Veruna's ability to integrate custom solutions already provided an integrated experience for monitoring the customer lifecycle. Now, Players Health has an efficient and effective way of providing both a best-in-class client experience as well as a seamless workflow for it's customer-facing teams.

"This type of efficiency can only be achieved with partners like Veruna and Ascend that allow tech-forward agencies to build the systems that work best for their businesses," said Burks.

"Having Ascend integrated into Veruna was critical to ensure both accurate payment statuses as well as a workflow that saves our team a ton of time."

Tyrre Burks
CEO, Players Health

Is your agency management system equipped to streamline payment processes, enhance financial efficiency, and provide real-time insights for better decision-making?

If not, you should look into Veruna today!

www.veruna.com

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