



Case Study:

Coast to Coast Motors— Boosting AutoPay and Beating Downtime With BlytzPay



“One of the things I appreciate most about BlytzPay is that our sales team can send the autopay invitation during the sale, allowing us to have the customer complete the set up before they even leave the dealership.”

April Hanson, Coast to Coast Motors

The Challenges

Prior to BlytzPay, Coast to Coast Auto relied on a patchwork of platforms to manage their collections process, including disparate solutions for payment processing, cash payments, and messaging. And while their payment processor was integrated with their DMS, when either platform went down, so did collections. There was no streamlined system for collections—just disconnected tools, missed payments, and manual effort.

And because autopay setup wasn't easy, many customers left the lot without enrolling. The result? Missed enrollments, increased delinquencies, and a whole lot of manual work.



The Turning Point

The Coast to Coast team saw the potential in a mobile-first, app-less payment platform and recognized exactly what they needed: a smoother autopay enrollment process that could be completed before customers even left the dealership, the flexibility to keep collecting payments even when their DMS was down, a text-to-pay solution that worked right out of the box without requiring downloads or complex integrations, and a streamlined, user-friendly experience that made life easier for both customers and staff.

The BlytzPay Difference

BlytzPay delivered on all of Coast to Coast's needs and went even further. The platform gave their team the ability to set up autopay during the sales process, ensuring customers were enrolled before they drove off the lot. With built-in text-to-pay functionality and real-time messaging, they no longer needed separate tools to communicate and collect, making the process faster and more seamless for everyone involved.

Even during periods of DMS downtime, BlytzPay enabled Coast to Coast to continue accepting payments, with transactions automatically pushed to the correct accounts once the system was back online—no manual reconciliation needed. The platform also introduced features like Promise-to-Pay tracking within a single system, the ability to save multiple cards for customer convenience, and stronger chargeback protection, ultimately improving both the customer experience and the company's bottom line.

Results That Matter

In just six months, Coast to Coast saw a measurable impact from implementing BlytzPay. Autopay enrollment jumped by 41%, a direct result of the streamlined setup process. The team was able to continue collecting payments even during DMS outages, eliminating a major operational hurdle. With fewer tools to manage and simpler tracking, staff reported greater satisfaction. In addition, the overall customer experience improved thanks to reduced friction both at the time of sale and a smoother onboarding process with text-to-pay.

“BlytzPay is extremely flexible. It gives our customers so many ways to pay, and that’s exactly what we needed.”

April Hanson, Coast to Coast Motors

Looking Ahead

With a large active account base that is quickly growing, Coast to Coast isn’t slowing down. They’re now the beta partner for BlytzPay’s new AI Voice Collector, gaining early access to voice-driven payment automation and further strengthening their collections strategy.

For Coast to Coast, BlytzPay isn’t just a payment platform—it’s a strategic partner in future-proofing collections.

