

## CASE STUDY

### **CUSTOMER INFORMATION**

Our customer is a British multinational Security Services Company headquartered in central London. They provide security services and is world's largest security company measured by revenues with operations in **125** countries.

### **CHALLENGES/ BUSINESS NEEDS**

Our client has operations spread all over the world with revenue generated from different countries. Each Country has different operational challenges and at the same time has to adhere to the company's global standards. They have a huge challenge to manage their collections. Also, company's cost of working capital was quite high. Their daily collections played crucial role in their operational cost. To maintain working capital a leading OTC tool was proposed for implementation which would help in managing their Collections with the value additions as mentioned below:

- Reduced daily sales outstanding
- Lower bad debts
- Lower operating costs
- Improved customer satisfaction
- Lower customer/credit risks

### **SOLUTION**

The OTC Solution helped in smooth functioning of the business processes. It is implemented for 8 regions and each region has customized solutions. Each region has different collection strategy working on different time zones, different servers, middleware, languages and terminology. All the regions had access to single Akritiv application and at the same time there were different requirements so there were lots of customizations involved in the solution.

The OTC tool offers the following:

- Collections workbench & configurable treatment plans.
- Credit risk management, collaborative dispute resolution and exception processing.
- Options to delegate & escalate payment disputes.
- Executive dashboards with click through to the collector level.

Our team carried out detailed workshop with the customers to understand their existing business challenges and based on the customer's business model top revenue generating countries were identified where implementing this Solution would be a real value addition with

the existing business processes. Also, detailed walkthrough of the above mentioned key functionalities were explained in detail. On identifying the key business segments (countries), the detailed workshop was scheduled for each country. Following list of the details were documented and solution was designed to cater each country's requirements:

- Standard Operating Procedures of collections and its workflows.
- Collection follow-ups email templates.
- Roles & Responsibilities of credit controllers.
- Dispute management strategy.
- Management reports and dashboards

## **BUSINESS RESULTS**

A standardized solution was implemented across multiple countries for the customer resulting in the following benefits:

- Well defined collection strategy is configured for each country which provides reminders and follow-ups for each customer accounts for the credit controllers as soon as they login to the system.
- Priority is set for each of the task based on the customer account and its credit limit so that credit controllers can focus on the task accordingly.
- Each discussion and updates from the customers is added as note on Account/Invoice in an application which is completely viewable and reportable giving access to the key business stakeholders directly without the need of contacting credit controllers.
- Dispute and Promise-to-Pay created at any time with the customer is completely viewable by the key business stakeholders. Moreover, if there are any escalations or in case if any escalations are needed then this can be done at any time providing transparency and visibility.
- Comprehensive reports and dashboards are scheduled on monthly basis for key business stakeholders who show various essential business metrics.
- This standard dashboard is scheduled for all of the regions which help the business to take unified strategic decisions.