



Taking back control, and making it easier for customers to do business with them.



BACKGROUND

CarsGuide is an online marketplace and content platform based in Sydney, Australia. The company specialises in automotive sales and purchases, as well as offering car news, advice and reviews.

CarsGuide had successfully migrated all their customers to email / PDF invoicing via a mail-house. However, they struggled to have visibility of the process, and the standard JDE dunning system was inadequate for their needs.

PROBLEMS

CHALLENGES FOR THE CREDIT TEAM

- Credit controllers were spending more time on admin than collecting
- PDF invoices were not being received by customers, and there was no way to track delivery
- The standard Auto dunning process in JDE was not fit for purpose and offered no flexibility
- Invoices could only be sent to 1 recipient
- Customer notes and history were separately captured in the CRM and in Excel spreadsheets
- They were unable to provide visibility to the Sales Team
- There was a missed opportunity to market to customers as part of the billing process
- They felt that they had lost control of the billing and collection process

CONSTRAINTS

CarsGuide faced a number of constraints to upgrade their billing and collections process:

- Limited budget
- Minimal technology resources to implement
- Their JDE ERP was managed by their parent company
- They were operating in a challenging business environment

THEIR OPTIONS

1. Hire additional staff in the credit team
2. Identify better outsource alternative – there were no obvious alternate mail-house options that offered any improvements in the digital space
3. Develop bespoke in-house solution – expensive and time consuming
4. Identify and integrate suitable purpose-made add-on solution to provide the desired enhancements

THE SOLUTION

Deploy OfficeTorque FRM integrated with both JDE and Salesforce CRM.

THE RESULTS

OUTCOMES FOR CARSGUIDE

- Able to monitor all key metrics and schedule reports
- Timely follow up on ALL accounts
- Tailored dunning process resulting in 95% collections without having to make a single phone call
- Administration time reduced 60% to just 15% assisted by
 - Active use of Self-Service Portal
 - Resend invoices / statements at the touch of a button
- Increased invoice run frequency from 1 to 3 per month
- Information sharing between credit and sales teams

FEEDBACK FROM CUSTOMERS

'Finally we can see all our accounts in one place through your portal.'

'I love being able to print statements for our accounts when I need to see them.'

'Welcome to the 21st Century! Paying on-line is a must for a business like ours.'

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95%

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