

FUJIFILM

Delivering better with less, for less!



BACKGROUND

Fujifilm had a need to significantly improve business operations in the following areas:

- front-office sales and marketing
- back-office billing and collections

The objective was to enhance the overall customer experience. The solution needed to be a customisable and user-friendly CRM.

The solution needed to result in lower costs associated with billing, receivables management and payment, and at the same time, improve the collections process and ultimately reduce debtor days.

In a nutshell Fujifilm needed a system that **delivered better service, with less resources and at less cost.**

PROBLEM

WHAT DO YOU DO WHEN YOU HAVE AN AGING ERP?

The current system had an old and cumbersome user interface

- It was difficult to access information had limited reporting
- Had no workflow automation
- Was expensive to make changes on

CHALLENGES FOR THE CREDIT TEAM

The challenges for the credit team were extensive.

- Poor access to key information
- All manual follow up
- Limited visibility of team performance; and
- Difficult to drive prioritisation

There were no:

- self-help options
- electronic payment options
- easy way to download invoices

In addition to the above inefficiencies, FUJIFILM's credit team had reduced from 8 to 3 team members.

There was an urgent need for automation.

WHAT WAS NEEDED

- Replace the current system with the best of breed and implement.
- All systems needed to be fully integrated with each other as well as FUJIFILM's legacy ERP.
- To deliver improved services with less resources

THE SOLUTION

A move to Office Torque's FRM.

THE RESULTS

OUTCOMES FOR OUR CUSTOMERS

- Easier and faster invoice processing
- Integrated payment options
- Rapid feedback
- Stored payment option
- Export data

OUTCOMES FOR FUJIFILM

- Prioritised work runs
- Automated notifications
- Commitment to promise to pay and arrangements
- Improved reporting
- Reduced administrative tasks

80% LESS

Broken promise to pay

40% LESS Time spent chasing slow payers

30% IMPROVEMENT AR collected without a single phone call

30% LESS Time spent managing disputes

10% IMPROVEMENT DSO