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Case Study

Taking back control of bill presentment & making it easier for customers to do business with us.

Nigel Swain
Head of Finance

Background on CarsGuide.com.au

- Challenger brand in online car classifieds market

- Joint venture between News Corp and consortium of Australia's largest car dealerships

- 55 staff nationally

- 120,000 car listings

- Monthly traffic:
  - 550k UAs
  - 11m Page Views

- 2,000 invoiced customers

What we had

JD Edwards

salesforce

Batch File

Mail-House

Static PDF Delivery

Email
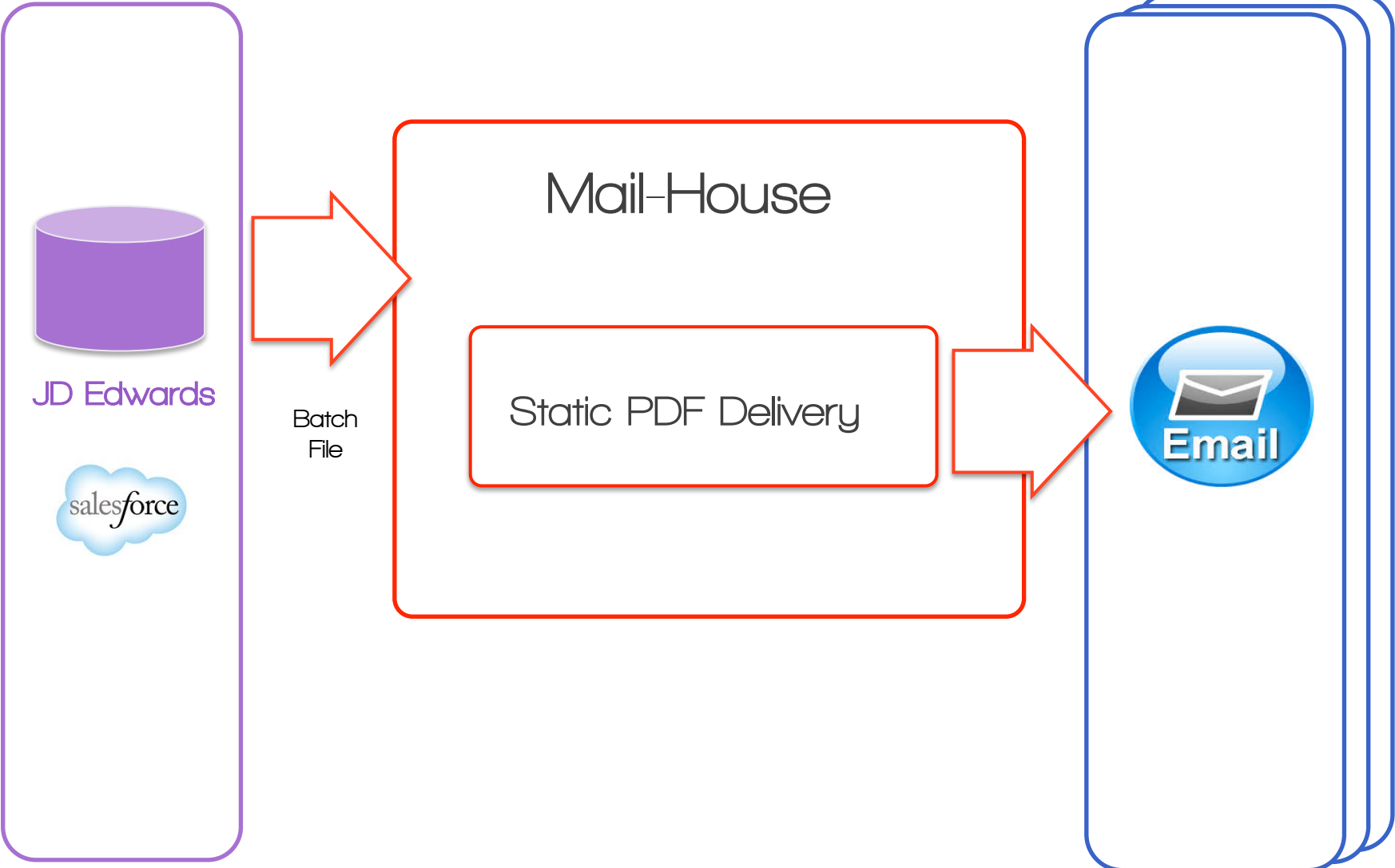
Problems we wanted to solve

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- Credit controller spending more time on admin than collections

- Invoices not being received by customers – unable to track

- Once a month invoice run and no consistency when actually sent

- Invoice only sent to one recipient

- Automated dunning process not fit for purpose (Day 37 & 67 only)

- Customer notes in separate CRM / excel

- No visibility for Sales team

- Loss of control

- Missed opportunity to market to customers

Constraints

- Budget

- Minimal technology resources to implement

- JDE system managed by News Corp

- Challenging business environment

Our options

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1. Hire additional credit controller

2. Identify better outsource alternative
   - other mailhouse options didn't appear to be any better for digital solutions; focus still heavily on print

3. Develop bespoke in-house solution
   - expensive & time consuming

4. Identify and integrate suitable add-on purpose made solution to provide desired enhancements

Luckily I was at last years
CFO Symposium!
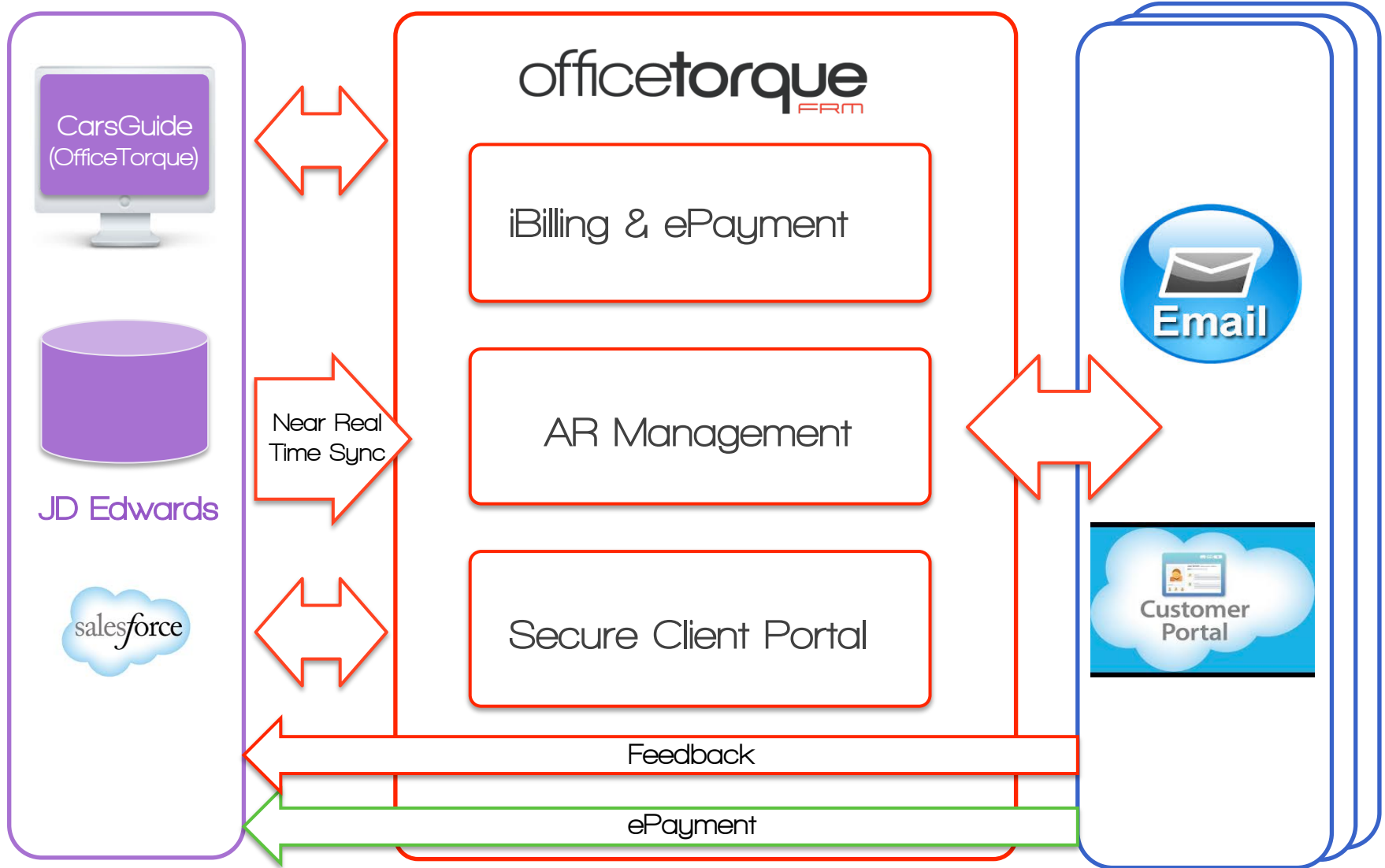
The rollout experience

- Connector integration pretty painless

    - always a concern on a project like this

- Full custom branding of iBills & Portal

    - just completed rebranding exercise – all changes made easily

- Staff training easy – system fairly intuitive

Commencement to full go-live

– just 4 months!

The results

- 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 phone call.
  - 4 emails
  - 2 letters

- Administration reduced from 60% to 15% of credit controllers time
  - Active use of self-service portal
  - Resend invoices / statement of accounts at the touch of a button

- 3 invoice runs a month
  - Main invoice run sent 3 days earlier than previous
  - Smaller invoice runs sent 22 days earlier than previous

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Feedback from our clients

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- "Finally, we can see all of 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 online is a must for a business like ours"