"Delivering better with less, for less!"

Case Study at Fujifilm Australia Pty Ltd

National Credit Manager.

David J Hunt. Dip Bus. Dip Mgt. MICM. CCE

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POWER TO SUCCEED

BACKGROUND

Significantly improve business operations

- **front-office sales and marketing**

- **back-office billing and collections**

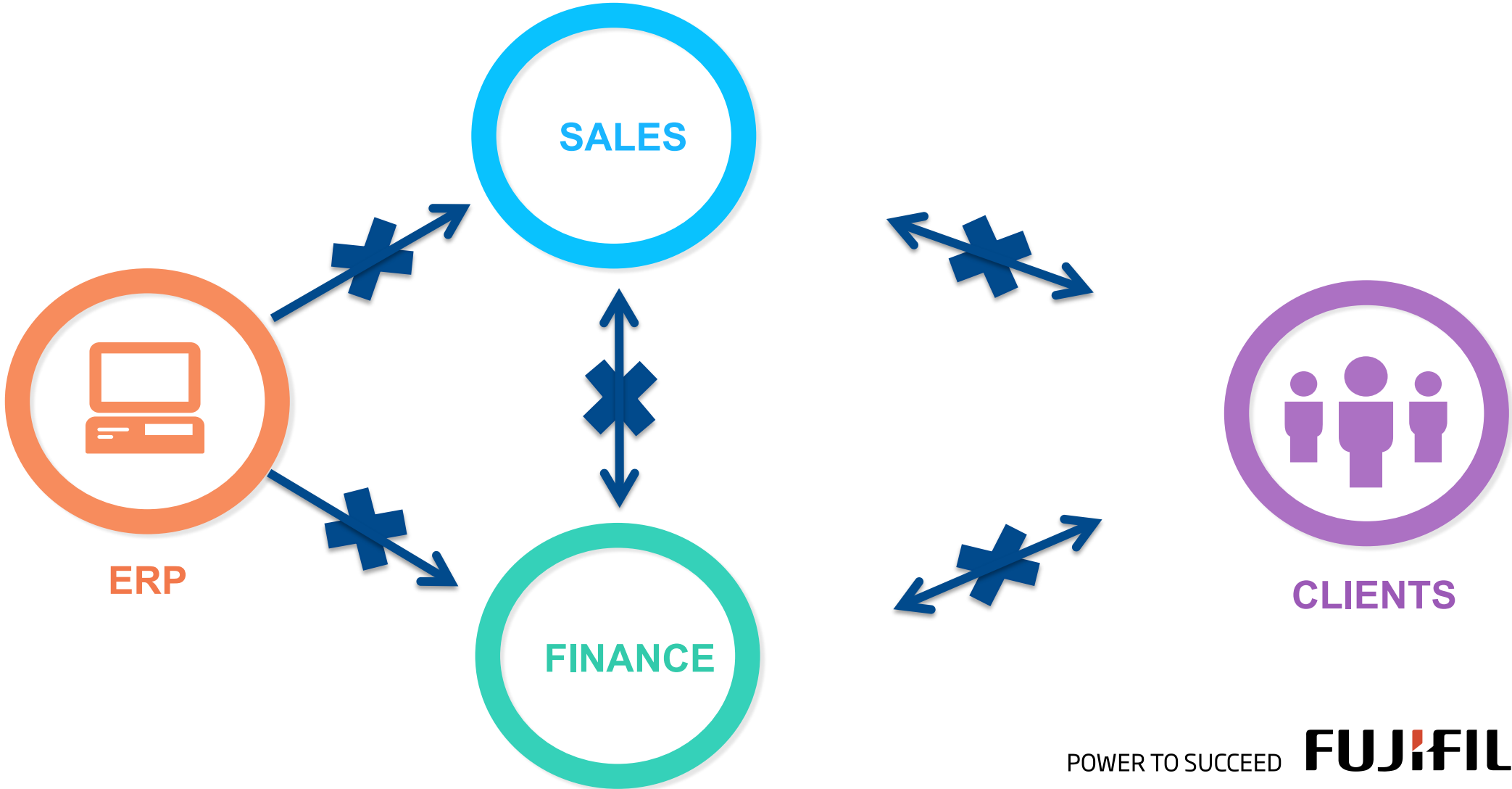**Enhance the overall customer experience**

Customisable, user friendly CRM

Lower the costs associated with billing, receivables management and payment, and at the same time improve the collections process and ultimately, reduce debtor days.

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Deliver BETTER SERVICE

with LESS RESOURCES

at LESS COST

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WHAT DO YOU DO WHEN YOU HAVE AN AGING ERP?

Old and cumbersome user interface

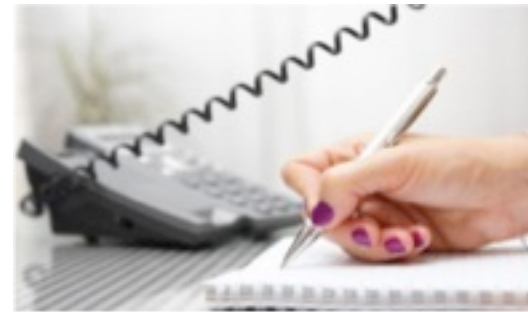Difficult to access information

Limited reporting

No workflow

Expensive to make changes

1. REPLACE IT & TRY TO GET EVERYTHING IN ONE NEW SYSTEM

2. FIND BEST OF BREED AND AUGMENT

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CHALLENGES FOR THE CREDIT TEAM

Poor access to key information

All manual follow up

Limited visibility of team performance

Difficult to drive prioritisation

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NO Self-Help options

NO electronic payment options

NO easy way to download invoices

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Prerequisite…

Any systems must be fully integrated with each other and FUJIFILM's legacy ERP.

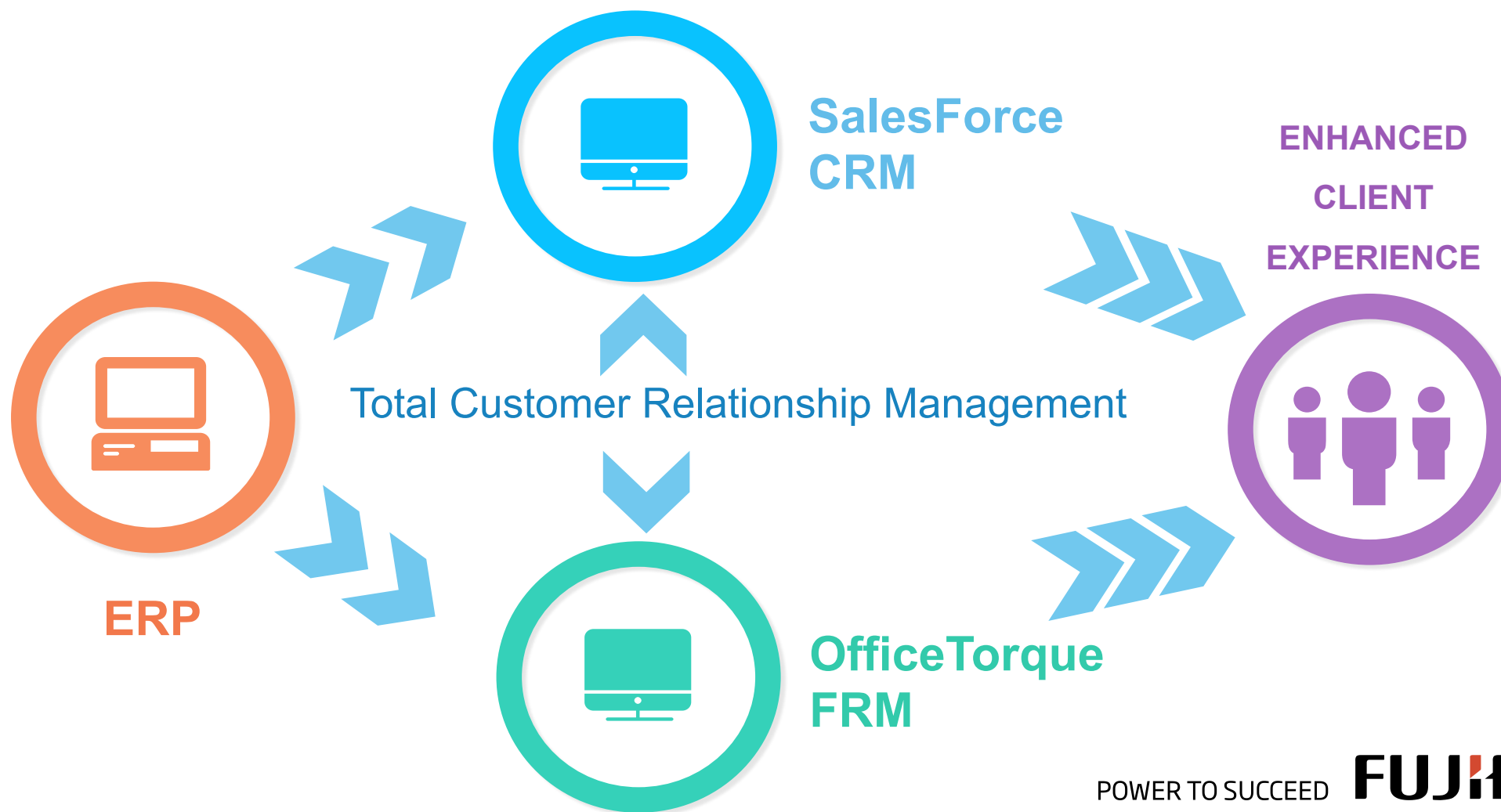POWER TO SUCCEED   **FUJiFILM**

Credit Team reduced from 8 to 3!

Had to automate!

Ideally this would happen the other way around!

KEY CHALLENGE:

To deliver improved services with less resources

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THE SOLUTION

SalesForce CRM

ENHANCED CLIENT EXPERIENCE

ERP

Total Customer Relationship Management

OfficeTorque FRM

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BENEFITS

OUTCOMES FOR OUR CUSTOMERS

Easier and faster invoice processing

Integrated payment options

Rapid feedback

Stored payment option

Export data

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OUTCOMES FOR OUR FUJIFILM

Prioritised work runs

Automated notifications

Commitment to promise to pay and arrangements

Improved reporting

Reduced administrative tasks

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RESULTS

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METRIC	RESULT
Time spent chasing slow payers	Reduced 40%
AR Collected without a single phone call	Improved 30%
Time spent managing disputes	Reduced 35%
Broken promise to pay	Reduced 80%
DSO	Improved 10%

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