



# Automated collections: **the buyer's guide**

Reduce manual work, improve  
customer experience,  
increase cash flow

**(creditor)**watch

# Automated collections: the buyer's guide

**87%**

**of enterprises are  
planning a legacy  
system modernisation  
in the next 1-2 years<sup>2</sup>**

Did you know that 54% of businesses expect late payment<sup>1</sup>? This staggering statistic reflects the reality of doing business these days. It's also a likely driver behind the fact that 87% of enterprises are planning a legacy system modernisation program in the next 1-2 years<sup>2</sup>. Outdated, manual systems don't deliver the results expected these days. Worse, they can hinder growth.

Digital transformation across business has accelerated at an unprecedented rate in recent years. With remote working and contactless customer experiences increasing dramatically during the pandemic years, one person in a back office with a few spreadsheets just doesn't cut it anymore when it comes to best-in-class collections.

This guide will help you understand

- If automated collections are right for your business
- The key benefits of automated collections
- How to select the right solution for your business
- Questions to ask to ensure a quick, successful integration

**54%**

**of businesses expect  
late payment<sup>1</sup>**

**“**

**For CFOs and businesses, implementing an automated accounts receivable program is one of the fastest and most effective ways to improve cash flow and customer experience.”**

**Matt McFedries,**

Head of CreditorWatch  
Collect

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<sup>1</sup> <https://brodmin.com/invoicing/late-invoice-statistics>

<sup>2</sup> <https://www.ciodive.com/news/mainframe-modernization-2021-pandemic/602978>



## Are automated collections right for your business?

To be honest, automated collections are for everyone. Big or small, local or international. Introducing an automated collections tool to your team or business will make a significant difference on key fronts such as protecting cashflow and productivity.

If you want to get specific though, automated collections software and tools deliver the best results for companies that:

- Lack a clear internal collections process
- Want better cashflow
- Want to stay on top of overdue accounts
- Need more visibility over the details of debtor accounts
- Need to improve debtor/collections reporting for boards or exec teams
- Have difficulty forecasting
- Want to reduce the number of disputes each month
- Need a simple collections solution that's quick and easy to implement

**Demo Company (AU)**

Outstanding bills for  
City Limousines

1,110.61 AUD

⚠ Your account is 84 days late

<input checked="" type="checkbox"/>	Invoice #	Date	Days overdue	Total (AUD)	Amount due (AUD)
<input checked="" type="checkbox"/>	QRC1002	Nov 15, 2021	84 days	1,100.00	250.00
<input checked="" type="checkbox"/>	QRC1012	Dec 5, 2021	58 days	660.00	660.00
<input checked="" type="checkbox"/>	QRC1043	Jan 1, 2022	32 days	200.61	200.61
				<b>Total AUD</b>	<b>1,110.61</b>

Payment amount AUD 1,110.61 [Edit](#)

[Pay now →](#)

# The benefits of **automation**

Rolling out automated collections software is like putting your collections on autopilot. It'll save you time and money and improve your customer experience. Best of all, it's simple and quick to implement and produces results immediately.

Key benefits our customers tell us they've experienced after automating their collections are:

## **Getting paid faster**

More cash in the bank. That's what our customers tell us. With customised workflows driving an effective reminders journey, the likelihood of getting your invoices paid, and paid faster, increases dramatically. Invoices no longer slip through the cracks. SMS reminders don't get lost in the inbox jungle. Well-timed calls ensure your invoice is at the top of the payment pile.

## **Reduction in costs**

Not only does automating your collections ensure your customers pay faster, on the flipside it reduces your overheads. We have customers who've been able to either maintain or reduce their finance headcount, despite their business growing. And with debt being paid faster, automating your collections reduces interest paid on outstanding money and decreases the opportunity cost of having cash locked up with debtors.

## **Better insights**

Automating your collections isn't just about reducing the admin load. It also delivers better visibility over what's happening with your accounts. Through customer history, dashboards and advanced reporting, you'll be able to better understand why debtors pay late and see trends in key KPIs like Days Sales Outstanding to ensure your collections are on track. All this adds up to knowledge, and knowledge is power. Power to forecast better, to improve services and process, to grow.

## **Reduction in disputes**

With your collections on autopilot, you'll find that customer payment disputes are more easily identified and faster to resolve. As payment reminders are sent out through a regular workflow, customers who have a dispute won't just ignore the issue. They'll get in touch. And with automated collections software you'll be able to review the account history, make notes and get to a resolution faster.

# The benefits of **automation**

## **More time and better productivity**

Automating your collections saves time. With workflows running at the press of a button, and debtor insights easily accessible, our customers say this is one of the key benefits for them. Productivity increases as time spent on collections admin, chasing debts and in meetings to resolve disputes is reduced. Automating your collections will give your team time back to focus on more value-adding work.

## **Better customer experience**

It's not often seen as the domain of finance teams, but with automated collections your customers will experience better customer service. Clear payment reminders and instructions go a long way to closing the final step of the buying cycle. With a strong collections process in place, making payment will be quick and easy for your customers. They'll complete the process as loyal advocates for your brand, ready to repeat their business.





## Selecting the right **solution**

To ensure you get the right solution for your business it's important to identify your main accounts receivables challenges.

The most common problems automated collections help solve are:

1. Overdue debt that's causing cash flow issues
2. Unstructured or unclear internal collections processes
3. A lack of debtor insights

Questions we'd recommend to start the conversation in your business are:

### **Overdue debt:**

- Is overdue debt a problem for us?
- Do we understand why debtors are slow to pay?
- Are we chasing every account, even the small ones?

### **Collections process:**

- Do we have a person dedicated to collections?
- Do we send statements out or just invoices?
- Do we have a clear process for payment reminders? Does it include email, SMS and calls?
- Are there weekly meetings to review debtors and resolve disputes?
- Where does ownership sit regarding collecting debt? Is it finance or is it the relevant accounts/sales manager?
- What's the escalation path for hard to collect debt?

### **Debtor insights:**

- Can we see debtor trends overtime?
- Do we have the info needed to deliver thorough reports to the board/exec team?
- How do our customers pay us compared to the payment terms agreed?
- Do we know which customers need more prompts to make payment?
- Can we clearly see customer history when we're chasing payments?

# Selecting the right solution

Once you've identified the issues you're facing, compare these with the features offered by the automated collections tools you're reviewing to see if/how they solve the problem.

CreditorWatch Collect is a specialist accounts receivables collections tool that supports CFOs, Finance Managers, Credit Controllers and SME business owners to reduce manual tasks, deliver a better customer experience and get paid faster. Create best-practice automated reminder workflows across email, SMS and calls; let customers pay you direct from reminders and get better insights with your debtor dashboard.

Below you'll find a handy checklist you can use to match your collections challenges to the CreditorWatch Collect features that solve them.

COLLECTIONS CHALLENGE	QUESTIONS TO ASK	PROBLEM FOR US?	CREDITORWATCH COLLECT SOLUTIONS
OVERDUE DEBT	Is overdue debt a problem for us?	YES   NO	Debtor dashboard Advanced reporting Customisable workflows Invoice finance
	Do we understand why debtors are slow to pay?	YES   NO	Debtor dashboard Advanced reporting
	Are we chasing every account, even the small ones?	YES   NO	Customisable workflows Email and SMS reminders
COLLECTIONS PROCESS	Do we send out statements or just invoices?	YES   NO	Customisable workflows
	Do we have a clear process for sending payment reminders out?	YES   NO	Customisable workflows
	Does our reminders journey include multiple communications channels?	YES   NO	Email, SMS and Call reminders Call console
	Are there weekly meetings to review debtors?	YES   NO	Debtor dashboard Advanced reporting Individual account tracking
	Where does ownership sit in regard to collecting debt? Is it finance or is it the relevant account/sales manager?	YES   NO	Collections Specialist Training & certification
	Do we have an escalation path for hard to collect debt?	YES   NO	One-click debt collection
	Do we offer simple, online payment?	YES   NO	Payment portal
DEBTOR INSIGHTS	Can we see debtor trends over-time?	YES   NO	Debtor dashboard Advanced reporting
	Do we have the info needed to deliver thorough reports to the board/exec team?	YES   NO	Advanced reporting
	Do our customers pay us as per the payment terms agreed?	YES   NO	Individual account tracking
	Do we know which customers need more prompts to make payment?	YES   NO	Individual account tracking Customisable workflows Call console
	Can we clearly see the customer history when we're chasing payments?	YES   NO	Individual account tracking Call console

# Selecting the right **solution**

Bottom line - we know you've got options for automating your collections. So, why should you choose to partner with CreditorWatch Collect? We think it's about three key areas in which we excel:

- 1. Features:** We know what a high performing collections process should look like. CreditorWatch Collect doesn't just automate your emails and SMS. We've developed features such as Call Console to ensure when you do have to make calls (we know, some customers just won't budge without them) that they're efficient and effective. It's also why we offer services such as our expert Collections Specialists and training and certification to support your team to deliver the best results for your business.
- 2. Customer service:** Support from us doesn't just start and finish when you enter your credit card details. Our success is based on the success of our customers. We provide ongoing support as you set up and get your CreditorWatch Collect account humming. We look to our customers to guide our product development roadmap. This means that as the CreditorWatch Collect app evolves, it's done in a way that ensures new features are aligned to the true needs of our customers.
- 3. Results:** It's simple. Our customers are loyal as CreditorWatch Collect delivers results. Automating your collections with CreditorWatch Collect saves you time and gets you paid faster.

[Request a free demo of CreditorWatch Collect](#)







## Systems **integration**

One final but important consideration is integration. Before getting too far down the selection journey, first confirm that the collections automation tools you're reviewing do in fact integrate well with your preferred accounting/ERP system.

Good questions to ask providers about integration are:

1. What systems does your software integrate with?
2. Does the data sync automatically?
3. How long does it usually take to integrate the automation software with our accounting system/ERP?
4. Do you need specialist/IT support to manage the implementation?
5. Are there any implementation fees?

CreditorWatch Collect's automated collections software integrates quickly and easily with Xero, MYOB and QuickBooks. We also offer custom integration with other accounting software/ERPs. Speak to us to confirm we can support your system.

Connecting CreditorWatch Collect with your accounting system only takes a few minutes. Once you're connected setting up custom workflows usually only takes a maximum of three to four hours. Our software doesn't require any specialist IT services and our team can walk through the integration with you. Once integrated, CreditorWatch Collect's software automatically syncs so you don't need to worry about data being updated in either your CreditorWatch Collect app or accounting software.

We also have how-to guides on setting up Zapier connections between CreditorWatch Collect and your accounting system/ERP. This helps to maximise the value you get from automating your collections.

## About us

CreditorWatch is Australia's top commercial credit reporting bureau with more than 55,000 customers, from sole traders through to ASX-listed companies.

Our innovative credit management solutions help you strengthen due diligence, mitigate risks and secure your cash flow. We provide exclusive credit risk insights, helping you make smarter decisions to protect your business in this complex economy.

CreditorWatch Collect takes the hard work out of collections so you can get paid faster and focus on work that truly adds value to your business. We go above and beyond with our data, products and service. Dedicated to our customers and our people, we empower you to grow and succeed.

## Get in Touch

### Sales and General Enquiries:

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## Stay Connected

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Request a free demo of CreditorWatch Collect 

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#### Sources:

<sup>1</sup> <https://brodmin.com/invoicing/late-invoice-statistics>

<sup>2</sup> <https://www.ciodive.com/news/mainframe-modernization-2021-pandemic/602978/>