

CW Systems Pty Ltd

Distributors and Wholesalers
NetSuite

CW Systems Pty Ltd is a leading distributor of blinds and shutters around Australia. The growing business uses business management software NetSuite to streamline its increasingly complex sales-to-dispatch workflow.



THE CHALLENGE

The team reporting to **Christian Cruz**, Finance Manager, was losing around 15 hours per week on daily collection calls and typing up email reminders.

Says Christian: *"We didn't have the time to contact every customer that was overdue, only the most overdue with the highest value."*



KEY BENEFITS

- Major time savings
- Bird's eye AR visibility
- Improved cashflow
 - Pay Online
- Pay by Instalments



SOLUTION



Workflow of reminders: The new sequence of automated reminders commences with a 'due soon' reminder. Christian reports: *"With the pre-reminder email, we have a lot of customers paying early."*



Fewer phone calls: *"The reminders are populated with all the information customers need, so even if I have to call them, they already have everything in front of them,"* reports Christian.



Online payments: The new online payments facility makes collecting money a 24/7 reality. *"With a Pay Now button on our communications, we are receiving payments whenever our customers find time to do their accounting."*

BEFORE

Multiple disparate systems to view and communicate accounts receivable

Messy process involving two teams

Limited reminders to a few customers

Low visibility of overdues

Average DSO 60 days

Missing payments due to office closed

Customers withhold payment due to cashflow gaps

Time-intensive phone call follow-ups

AFTER

Central accounts receivable platform integrated with NetSuite

Faster, streamlined process managed by finance

Reach every overdue customer with multiple reminders

Management can easily get AR insights

DSO down 20% within 3 months

Online payments come in 24/7

Customers have easy access to pay in instalments

Fewer, more efficient phone calls

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