



## Collection Management Solution

### Introduction

Cash is King, and the timely collection of dues has a significant impact on your organization's financial health. While sales booking numbers are important, we often miss the fact that the deal closure is the first step in a long and tedious road to delivering on the promises and collection of dues. Most organizations invest in state-of-the-art sales tools and monitor the sales process closely, buy world-class Accounting systems for Orders and Invoice management. However, when it comes to managing the collections most organizations rely on manual effort and perseverance. We manually extract the list of invoices due, communicate to the customers and follow up on payments individually and manually, collate information and maintain multiple lists for follow-up and generate management reports through manual consolidation. The back-office team are not aware of the sales promises & delivery scope, while the sales team is not aware of the collection issues.

Let us face it – a significant process gap exists between the Booking, Billing and Collection (the BBC gap, as we call it) which if not addressed, results in poor organizational performance, inter-departmental frictions and more importantly, poor customer relationship.

The collection management solution from C Centric is designed to address all these issues. It automates the collection process, ensures timely communication with customers, provides a platform of collaboration between all stakeholders- the accounts and back office, sales, delivery, customer and partners, monitors the process every step of the way and automatically escalate deviations. The reporting and analytics tool ensures real-time tracking and monitoring of the collection process.

Some of the features of the application is given below:

- AUTOMATED & EFFICIENT** Use our standard processes, or create your own for collection management workflow to automate the entire collection process. Based on your process definition, the systems create collection requests and assigns them to the right team / team member. Tasks,

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activities, and to-do items gets generated - to be completed within a defined timeframe. Based on the status updates (initial contact, rescheduled appointment, promise to pay, broken promise, payment received etc.) the system automatically triggers reminders and escalations. Any deviation from the standard process is flagged so that the team managers can focus on them.

Preconfigured best-practices helps you get started in a matter of weeks. The solution pack comes with ready processes, assignment and escalation metrics, communication templates, dashboards and reports. The available templates can be modified by the business users easily to suit their specific requirements.

### INTEGRATED & INCLUSIVE

Pick up from where the sales process has left off. The system allows you to import / access the invoice details from your accounting system and automatically trigger the collection process. Ready integration with communication engine like emails, SMS, portals etc. ensures that reminders are sent on time. Integration with call center application ensures smooth outbound calling. An integrated collaborative platform ensures that the account management team is aware of the collection process and can step in as necessary. (Note that if you are already using the Sales module of Dynamics CRM, then the application will integrate seamlessly with it.) Integration with accounting system / payment management systems ensures automated reconciliation of dues.

The solution addresses a significant gap in the collection process - that of getting all the stakeholders together in a single platform. The collaborative engine allows easy communication and status update to all members, formation of tasks force and groups to handle problematic accounts. Mobile-ready solution ensures that all information is available on the go.

### EFFICIENT AND INTELLIGENT

With the application in place, you will never lose control of your collection process. The app generates real-time reports, dashboards and notifications so that you are aware of all aspects of the collection process. The managers can view dashboards on the status of each

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collection request, activities performed for each collection queue, the targets vs. actuals, the top pending collections, total collection pipeline, and so on. These real-time dashboards allow managers to take critical business decisions on the spot without having to wait for time-consuming manual data consolidation.

the real-time alerts and notifications appraise you of potential issues so that you can handle them proactively. Access through mobiles and tablets ensure all members, including the field sales force are in sync with respect to the collection process. Manual reporting and consolidation that used to take weeks can be now done instantly.

Efficient and timely collection of dues is essential to your organization's financial health.

C Centric's collection management solution helps you streamline your collection process, manage customer communication, collaborate internally and with customers on collection issues, monitor every aspect of the collection process and ensure predicable cashflows in good times and bad.



C Centric Solutions Pvt. Ltd. specializes in CRM solution implementations and custom modules to augment your CRM deployment. Our solution has transformed the way many companies conduct their business and interact with their customers. To know how CCS solution can help you succeed, write to us at [sales@ccentric.co](mailto:sales@ccentric.co) or visit us at [www.ccentric.co](http://www.ccentric.co)