



# Accounts Receivable Automation

*THE BUYER'S GUIDE*

# Introduction

**54% of businesses expect late payment\***. 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 modernization program in the next 1-2 years\***. Outdated, manual systems don't deliver the results expected these days. Worse, they can hinder growth.

Given this, it's hardly surprising that 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 any more when it comes to best in class accounts receivable (AR)**.

“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.”

This guide will help you understand

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

\*<https://brodmin.com/invoicing/late-invoice-statistics/>  
<https://www.ciodive.com/news/mainframe-modernization-2021-pandemic/602978/>

## Is Automated AR Right For Your Business?

To be honest, we think automated AR is for everyone. Big or small, complex or simple. Introducing an automated AR tool to your team or business will make a significant difference on a number of fronts.

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

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

## The Benefits of Automated AR

Don't get us started. Rolling out automated AR software is like **putting your AR on autopilot**. It'll save you time, money and improve your customer experience. Best of all, it's simple and quick to implement with results seen almost immediately.

**Key benefits customers tell us they've experienced after automating their AR with *Debtor Daddy* are:**

### GETTING PAID FASTER

More cash in the bank. That's what our customers tell us. With customized workflows driving a true reminders journey, the likelihood of getting your invoices paid and paid faster increases dramatically. Invoices can no longer slip through the cracks. And by including SMS communications, your reminders won't get lost in the inbox jungle or be bottom of the payments pile.

“We've never had better AR than since we implemented Debtor Daddy.”

*Fabrice Vermeer, Associate Director of Finance  
Catalyst Condo Management Ltd.*

### REDUCTION IN COSTS

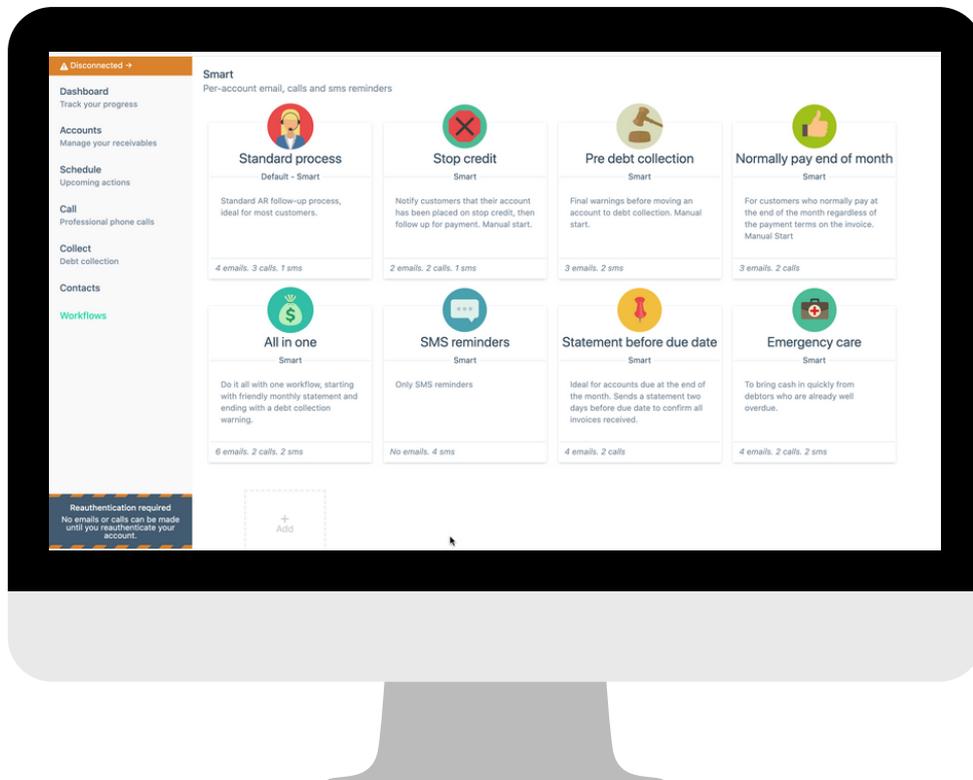
Not only does automating your AR ensure your customers pay faster, on the flipside it also reduces your overheads. We have customers who've been able to either maintain or reduce their finance headcount thanks to Debtor Daddy. And with debt being paid faster, automating your AR reduces interest paid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

## BETTER INSIGHTS

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

## MORE TIME

Automating your AR 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 AR admin, chasing debts and in meetings to resolve disputes is reduced. Automating your AR will give your team time back to focus on more value-adding work.



## REDUCTION IN DISPUTES

With your AR on autopilot, you'll find that customer 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 AR software you'll be able to review the account history, make notes and get to a resolution faster.

“The Debtor Daddy team helped us bring full transparency to what was and wasn't working in our accounts receivable department.”

*Glenda Lewis, CFO*  
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## BETTER CUSTOMER EXPERIENCE

Whilst customer experience is not viewed as a core role of the finance team, automating your AR ensures customers receive a first in class experience. Clear payment reminders and instructions go a long way to closing the final step of the buying cycle. With a strong AR process in place, making payment quick and easy, your customers are more likely to complete the buying process as happy, loyal customers. They'll walk away advocates for your brand, happy to repeat their business with you.

# 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 AR helps solve are:

- 1 Overdue debt that's causing issues
- 2 Unstructured or unclear internal AR processes
- 3 A lack of debtor insights

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**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?



## AR PROCESS

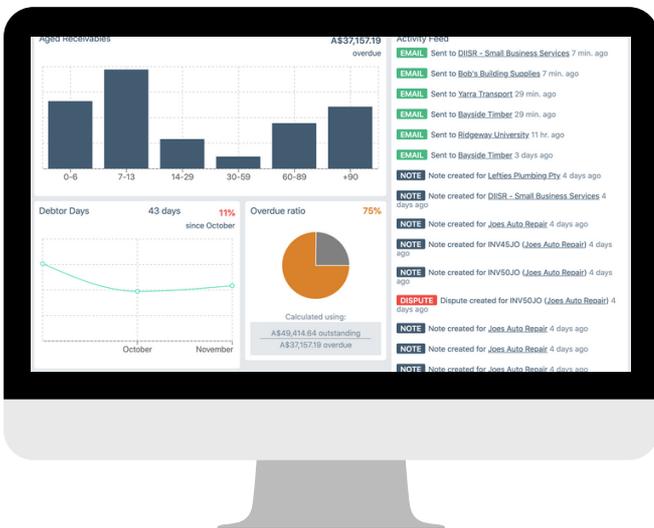
- Do we have dedicated AR support?
- Do we send out statements or just invoices?
- Do we have a clear process for payment reminders?  
Does it include email, SMS and calls?
- Are there weekly meetings to review debtors and resolve disputes?
- Where does ownership sit in regard to collecting debt? Is it finance or is it the relevant account/sales manager?
- What's our 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?

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



On the following page you'll find a **handy checklist** you can use to **match your AR challenges to the *Debtor Daddy* features that solve them.**

AR CHALLENGE	QUESTIONS TO ASK	PROBLEM FOR US?	DEBTOR DADDY SOLUTIONS
<b>OVERDUE DEBT</b>	Is overdue debt a problem for us?	YES   NO	<ul style="list-style-type: none"> <li>• Debtor Dashboard</li> <li>• Advanced reporting</li> <li>• Customizable workflows</li> <li>• Invoice finance</li> </ul>
	Do we understand why debtors are slow to pay?	YES   NO	<ul style="list-style-type: none"> <li>• Debtor Dashboard</li> <li>• Advanced reporting</li> </ul>
	Are we chasing every account, even the small ones?	YES   NO	<ul style="list-style-type: none"> <li>• Customizable workflows</li> <li>• Email and SMS reminders</li> </ul>
<b>AR PROCESS</b>	Do we have dedicated AR support?	YES   NO	<ul style="list-style-type: none"> <li>• Training &amp; certification</li> <li>• AR Specialist</li> </ul>
	Do we send out statements or just invoices?	YES   NO	<ul style="list-style-type: none"> <li>• Customizable workflows</li> </ul>
	Do we have a clear process for payment reminders?	YES   NO	<ul style="list-style-type: none"> <li>• Customizable workflows</li> </ul>
	Does our reminders journey include multiple communications channels?	YES   NO	<ul style="list-style-type: none"> <li>• Email, SMS &amp; Call reminders</li> <li>• Call console</li> </ul>
	Are there weekly meetings to review debtors and resolve disputes?	YES   NO	<ul style="list-style-type: none"> <li>• Debtor Dashboard</li> <li>• Advanced reporting</li> <li>• Individual account tracking</li> </ul>
	Where does ownership sit in regard to collecting debt? Is it finance or is it the relevant account/sales manager?	YES   NO	<ul style="list-style-type: none"> <li>• AR Specialist</li> <li>• Training &amp; certification</li> </ul>
	Do we have an escalation path for hard to collect debt?	YES   NO	<ul style="list-style-type: none"> <li>• One-click debt collection</li> </ul>
	Do we offer simple, online payment?	YES   NO	<ul style="list-style-type: none"> <li>• Payment portal</li> </ul>
<b>DEBTOR INSIGHTS</b>	Can we see debtor trends overtime?	YES   NO	<ul style="list-style-type: none"> <li>• Debtor Dashboard</li> <li>• Advanced reporting</li> </ul>
	Do we have the info needed to deliver thorough reports to the board/exec team?	YES   NO	<ul style="list-style-type: none"> <li>• Advanced reporting</li> </ul>
	Do our customers pay us as per the payment terms agreed?	YES   NO	<ul style="list-style-type: none"> <li>• Individual account tracking</li> </ul>
	Do we know which customers need more prompts to make payment?	YES   NO	<ul style="list-style-type: none"> <li>• Individual account tracking</li> <li>• Customizable workflows</li> <li>• Call console</li> </ul>
	Can we clearly see customer history when we're chasing payments?	YES   NO	<ul style="list-style-type: none"> <li>• Individual account tracking</li> <li>• Call console</li> </ul>

**Bottom line - we know you've got a number of options when it comes to AR automation. So, why partner with *Debtor Daddy*? It's all about the magic equation:**

**Features:**

We know what a high performing AR process should look like. *Debtor Daddy* 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 a call) that they're efficient and effective. It's also why we offer services such as *AR Specialists* and *training and certification* to support your team to deliver the best results for your business.



**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 *Debtor Daddy* account humming. We look to our customers to guide our product development roadmap. This means that as the *Debtor Daddy* app evolves, it's done in a way that ensures new features are aligned to the true needs of our customers.



**Results:**

It's simple. Our customers are loyal as *Debtor Daddy* delivers results. Automating your AR with *Debtor Daddy* saves you time and gets you paid faster. Easy.

“Great tool. I'm able to spend my time doing more strategic tasks - the automation is great.”

*Finance Manager  
The Child Psychology Service*

## INTEGRATION

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

Good questions to ask at this point 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?

*Debtor Daddy's* automated AR software integrates 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.

Getting connected and setting up custom workflows with *Debtor Daddy* usually only takes 3-4 hours. Our software doesn't require any specialist IT services and our team can walk through the integration with you. Once integrated, *Debtor Daddy's* software automatically syncs so you don't need to worry about data being updated in either your *Debtor Daddy* or accounting software.

We also have how-to guides on setting up *Zapier* connections between *Debtor Daddy*, your accounting system/ERP and other productivity tools (such as *Slack*). This helps to maximize the value you get from automating your AR.



**[BOOK A DEMO NOW](#)**

# Debtor Daddy

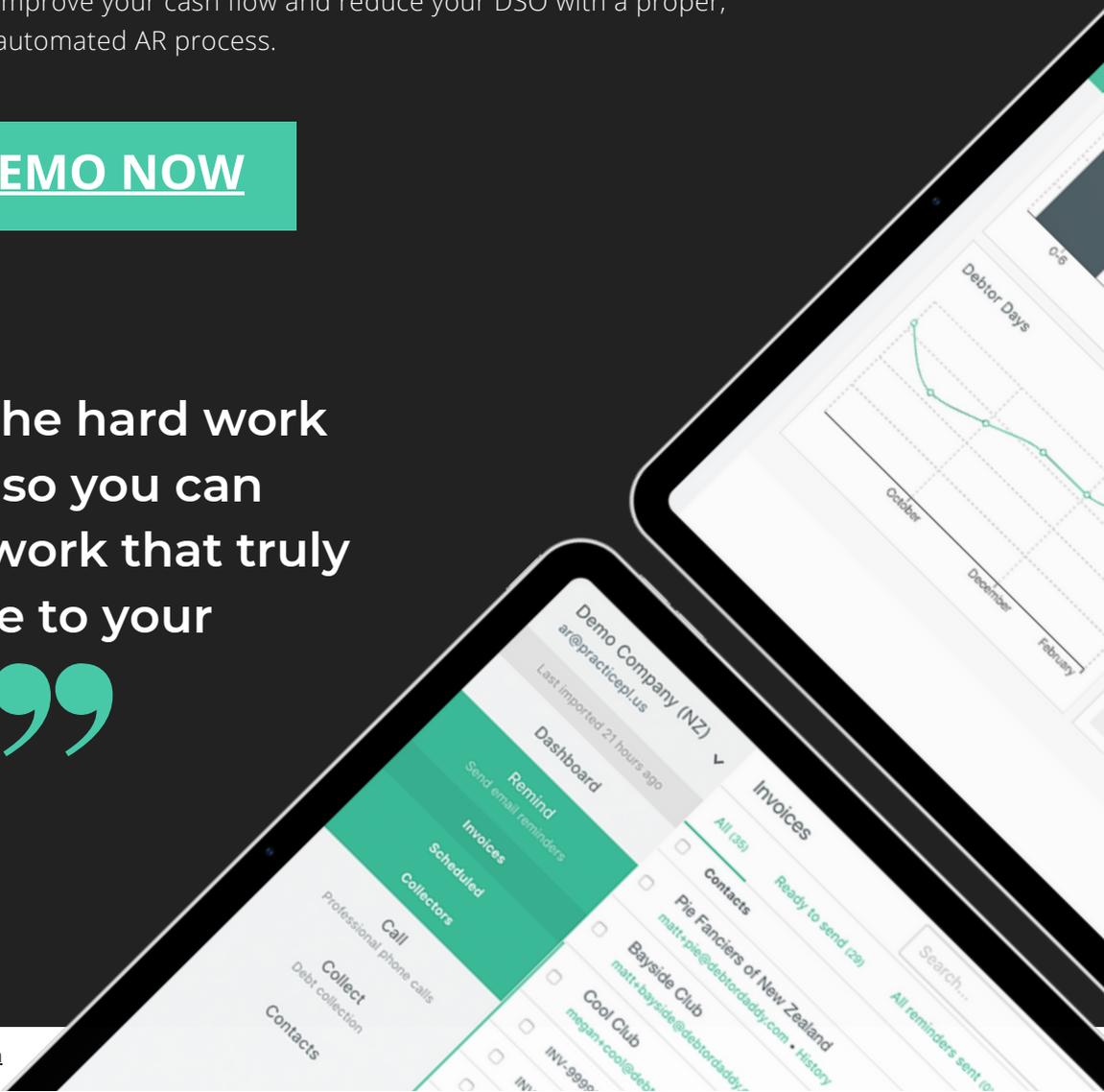
*Debtor Daddy* provides software and tools so you can put your AR on autopilot and focus on higher value work. Helping businesses across the world for over 10 years, *Debtor Daddy's* accounts receivables software automates your AR workflow effortlessly. With customizable workflows including emails, SMS and calls, our customers get paid faster, have better debtor insights and improved customer experience.

- **INVEST YOUR TIME BETTER**  
With your AR on autopilot you can focus on strategy and adding value.
- **GAIN DEEPER KNOWLEDGE**  
Make decisions with confidence thanks to dashboards and reporting that deliver debtor insights and trends.
- **GET PAID FASTER**  
Improve your cash flow and reduce your DSO with a proper, automated AR process.



[BOOK A DEMO NOW](#)

“We take the hard work out of AR so you can focus on work that truly adds value to your business.”



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