

Customer Case Study

IMS Field Marketing

Website: www.ukims.co.uk

Company Overview

IMS Field Marketing (IMS) deliver return on investment (ROI) by maximising the effectiveness of point of purchase through its field marketing services, including auditing, merchandising and mystery shopping,

Accredited by the Direct Marketing Association (DMA), IMS are the first and only UK agency to achieve the DMA's Field Marketing Best Practice Accreditation. This is the industry stamp of approval for the highest quality field marketing services. IMS are also consecutive winners in the annual Field Marketing Awards, having won the 'Most Innovative Application of Data/IT' award in 2007 and the 'Most Effective Tactical Campaign' award in 2006.

The Challenge

As IMS clients are mainly blue chip companies, the company's credit controller was spending a high proportion of time going through to different departments and contacts in order to keep customers informed of impending invoices, and to follow-up on any late payment.

As a result, IMS wanted a more effective process to speed up payments and ensure that key customer contacts and internal IMS staff were kept informed and copied in on credit-related correspondence.

The Solution

As an existing Sage 50 Accounts user, IMS needed a software package that linked in seamlessly with Sage. As a result, BHP IT, IMS's IT provider selected and installed Credit Hound, the credit control software from Draycir.

With its automated diary scheduling and self chasing features, Credit Hound would enable IMS to automatically issue credit control correspondence via email providing copies to pre-selected external and internal contacts – significantly reducing the cost of manually printing and posting correspondence.

Credit Hound is a powerful credit control software system that helps businesses to get paid quicker and reduce the risk of bad debt. It streamlines credit management processes, allowing businesses to manage and record all credit accounts, keep track of any money disputes and improve cash flow. Using Credit Hound makes it possible to chase 60 or more customers for payment in the same time that it takes to chase six customers manually.

"Credit Hound has massively increased our efficiency. In less than three months Credit Hound has helped us to reduce the time it takes to get paid by almost a third. We are now getting paid 21 days faster and our debtor days have reduced from 76 to 55 days."

Steve Radford, Operations Director,
IMS Field Marketing

The Results

- > **Big increase in efficiency with credit controller's time freed up to concentrate on more complex credit control issues**
- > **Debtor days reduced from 76 to 55 in three months**
- > **Almost £1,000 saved in reduced postage and printing costs**
- > **Increased response times – now achieving an average same day response confirming receipt of invoices and payment**

What IMS Field Marketing Has to Say

Steve Radford, Operations Director at IMS Field Marketing, said:

"Credit Hound has massively increased our efficiency. In less than three months Credit Hound has helped us to reduce the time it takes to get paid by almost a third. We are now getting paid 21 days faster and our debtor days have reduced from 76 to 55 days."

"Credit Hound is just brilliant and takes no effort at all. In fact, by doing less we are getting far better results simply by keeping people in the loop."

IMS Field Marketing Facts

Based: Oxfordshire

Web: www.ukims.co.uk

Reseller: BHP-IT based in Sheffield - www.bhpit.co.uk

Key Benefits

Improve your cash flow by getting paid sooner
When you get your customers to pay on time you increase your bank balance and cut your overdraft.

Manage and control disputes so invoices get paid
Disputed invoices are never paid. Credit Hound enables you to manage and resolve problems, which prevents your customers from withholding payments.

Save time; let Credit Hound do the work for you
By telling you who you need to contact and writing the letters for you, Credit Hound's automated features do most of the chasing for you.

Reduce bad debts by monitoring your customers
Bad debts are avoidable. By keeping in regular contact with customers you are aware of potential problems, and in a better position to take preventative action.

Links directly to your accounts system
Since Credit Hound talks directly to your accounts system there is no need to re-type any of your customer or transaction details. It can also update your accounts by placing customers on-stop, and disputing invoices.

Achieve good credit control quickly and easily
Easy to install and simple to use, Credit Hound can reduce the time it takes before you see the benefits of good credit control. It is designed for everyone from the occasional user to a full-time credit controller.

Credit Hound works with a number of major accounting systems including Sage 50, Sage Line 100, Sage 200, Microsoft Dynamics NAV (Navision) and Microsoft Dynamics GP (Great Plains).

Product Range

Credit Hound is one of a range of products available from Draycir, specialists in document distribution and credit management solutions.



Spindle
PROFESSIONAL



Credit
HOUND



Credit
GUARDIAN

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