

Customer Case Study

Redtooth Ltd

The Company

Redtooth is the largest provider of quizzes to pubs in the UK, currently supplying approximately 4,000 quizzes to over 2,500 outlets on a weekly basis. The company also offers a wide range of authenticated sporting memorabilia signed by stars such as Sir Geoff Hurst, Gordon Banks, Frank Bruno, Jimmy Greaves, Paul Gascoigne and many more.

The Challenge

As the company continued to increase its customer base, effective credit control was becoming more of a challenge. Dealing with a large number of small business accounts and keeping constant track of bad debt was often a complex and time consuming process that was difficult to manage. As a result, Redtooth began the search for a system that would not only help them efficiently trace and track all of the accounts, but would also go much further.

The Solution

- > **Reduced bad debtor days**
- > **Increased control over credit management**
- > **Improved cash flow**

Redtooth approached their IT reseller Kinspeed to install Credit Hound, after seeing a demonstration of Credit Hound's capabilities at a Sage Exhibition in Manchester. Since its introduction it has proved to be the perfect answer to the problem, an easy-to-use intelligent software package that manages credit control and removes the stress and uncertainty from the debt collection process. The result for Redtooth is a more organised, consistent system that enables them to collect debts quicker and improve cash flow – a potentially crippling problem.

The 'Self Chasing' feature has proved particularly useful for Redtooth, with the software automatically working in the background to send alerts about invoices, letters, statements or final reminders – providing detailed information and status updates about individual overdue accounts.

What They Have to Say

Rachel Bossingham of Redtooth says,
"We deal with a lot of small businesses, so it was essential for us to invest in sophisticated software that would help us to manage the credit control process more effectively, enabling us to trace and track our overdue accounts. We were amazed with Credit Hound when we first saw the demo, and decided to install it immediately. Its positive impact on the efficiency of our business has been invaluable. We would happily recommend it to others."

Company Facts

Activity: Providers of pub quizzes and sporting memorabilia
Based: Barlborough, Derbyshire
Reseller Details: Kinspeed, Rotherham, Yorkshire

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

www.draycir.com

Draycir Ltd. 3 De Montfort Mews,
 Leicester LE1 7FW, United Kingdom
 T: 0845 123 2941 F: 0870 011 8910
 E: sales@draycir.com

Copyright © 2002 - 2008 Draycir Ltd. All rights reserved.
 Draycir, the Draycir logo, Spindle Professional and the Spindle Professional logo are either trademarks or registered trademarks of Draycir Ltd. All other trademarks acknowledged.