



With CashOnTime Collection, Arkadin structures and professionalises debt collection.

“ We significantly improved the number and quality of our invoice reminder actions. There are numerous benefits. ”

Christophe Reyes, EMEA Region General Manager



an
NTT Communications
Company

A world leader for remote collaboration services

Arkadin (a subsidiary of NTT Communications) is a world leader for **remote collaboration services** and has the strongest growth in the sector.

Established in France in 2001, Arkadin offers a **comprehensive line** of remote collaboration solutions (audio, Web, and video conferencing, unified communications, virtual events) for all companies.

With its international network of **53 offices** across **33 countries** on **six continents**, Arkadin deploys its **business solutions in software-as-a-service mode** (SaaS) and serves more than **37,000 customers**.

A strategic credit management project for the company,

Arkadin established a structure with a **shared credit management centre**. A dedicated team of **nine people** works in this centre to manage received payments and debt collection in the **EMEA region, which represents:**

- o **17 countries** and **25** accounting units for customers
- o **12** currencies, **8** languages
- o **15,000** invoices per month
- o **4,000** customer requests per month

After implementing DIMO Software's CashOnTime Allocation in 2011,

allowing them to automate the processes of **identifying, reconciling, and accounting for customer payments**, Arkadin decided in 2014 to implement a solution to streamline and automate the **process for resolution of disputes and debt collection**.

The objectives of this project were clearly identified, as Christophe Reyes, Arkadin's EMEA Region General Manager, explains:

- o Improving **customer satisfaction** thanks to better management of customer requests
- o Improve **productivity and efficiency of operations** for the collections team (measurement of collections performance, automation of tasks, scalable solution with a single database, etc.)
- o Strengthen **security and internal control**, particularly with management of access rights.

After evaluating four solutions, Arkadin chose **CashOnTime Collection** because of its very customer-oriented approach and **DIMO Software** because of its long-term support, already demonstrated during the CashOnTime Allocation implementation project.

Implementation of the CashOnTime Collection Web-based solution is fast, becoming operational in **under three months**.

FOCUS

Company: Arkadin

Sector: Remote collaboration services

Key figures:

- 1,200 employees
- 37,000 customers
- 33 countries
- 53 offices

Solution:

CashOnTime Collection in SaaS mode

Modules:

- eCredit
- eDispute





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Productivity & operational efficiency

'In general, CashOnTime Collection has helped us **structure and professionalise our debt collection,**' explains Christophe Reyes.

The **productivity gains** are significant for the company. 'Thanks to this project, we have set **strategies for payment reminders by customer category for each country.**' Payment reminder actions are carried out automatically and CashOnTime Collection allows you to prioritise individual reminder actions. This makes payment reminders proactive, before invoices are due. The information from the 25 managed entities is centralised in a single tool, without manual re-processing. This prevents forgotten items and errors, which would happen when the work was done in spreadsheets and on post-its. '**We significantly improved the number and quality of our invoice reminder actions,**' says Mr Reyes.

Additionally, CashOnTime Collection guarantees **continuity of service** because when a collections team member is absent, their portfolio can be transferred to another team member.

More tracking and customer satisfaction

One of the most important features for Arkadin is the **dashboards** offered by CashOnTime Collection. 'The dashboards help us better track collections activities and performance,' says Christophe Reyes. Arkadin thus has more **control and traceability.** Analyses of payer behaviour can be performed according to the payment history of each customer.

Similarly, customised dashboards are shared internally (per salesperson, per customer, etc.), which helps give the collections team more visibility and thus make their communications more relevant. 'We now see a **real cash culture** at our company,' says Mr Reyes. 'Employees are more aware of monies owing, no matter the amount.'

With CashOnTime Collection, 'you can track progress on the resolution of a customer request or of a dispute. The tool helps more effectively incorporate other departments in finding a solution for requests. Consequently, we have seen a **significant decrease in the time it takes to resolve customer requests and disputes,**' says Christophe Reyes.

In addition, to guard against customer risk, Arkadin chose to create an interface between the financial information in CreditSafe and CashOnTime Collection. That way, collections team members get **alerts when customer risk increases.**

Lastly, Christophe Reyes highlights another benefit: the **forecasts for incoming payments are now more precise,** thanks to the management of payment promises offered by CashOnTime Collection.

What's up next for Arkadin? 'We want to implement the **CashOnTime Collection customer portal,**' says Christophe Reyes. 'It will allow us, in particular, to give our customers more independence since they will be able to get their invoices whenever they want from their personal accounts.'



Learn more at www.cashontime.com