

Why your firm should offer credit control as a client service with Satago

Steve Timmis is the director of Sempar Accountancy & Tax. A firm with over 300 SME clients in sectors including communications, creative services, hospitality and retail. This is the story of how Steve helped his clients managed debtors efficiently, whilst earning his firm extra monthly revenue.



The client problem and the solution

When Steve's clients said they needed help managing debtors, he knew he had to find an automated solution. One that would integrate with their accounting software, save them time and get them paid faster. So, he came to Satago.

"Clients wanted to automate more of their credit control," says Steve, "Xero does some of that for them, but the Satago product is far more enhanced. 95% of our clients are on Xero and Satago is really easy to plug in."

How Steve launched credit control as a client service

Steve spent time talking to Satago and working on his credit control proposition. Once he had that in place, he rolled out a four-month trial period with a select group of clients.

"For any new client coming onboard we'll do what we call a discovery," says Steve, "which is spending time understanding the customers and their relationships, making sure all the data is correct and the credit control emails are going to the right people."

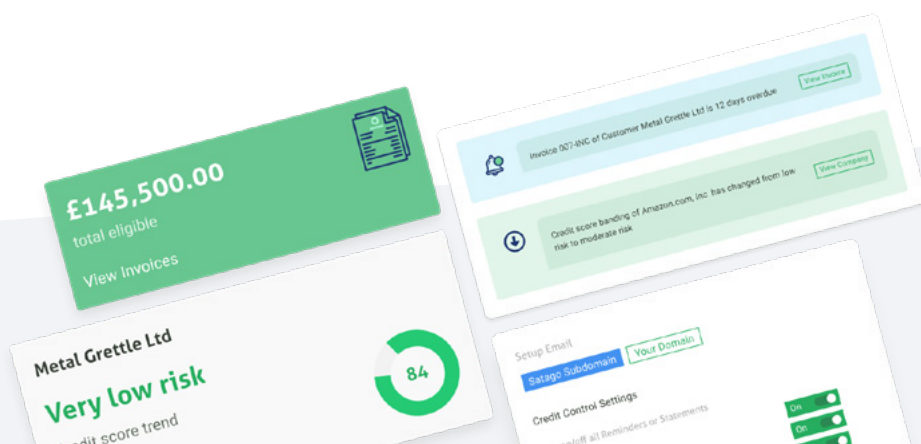
To show the positive impact that Satago has on their aged debt, Steve sends his clients a regular debtor days report.

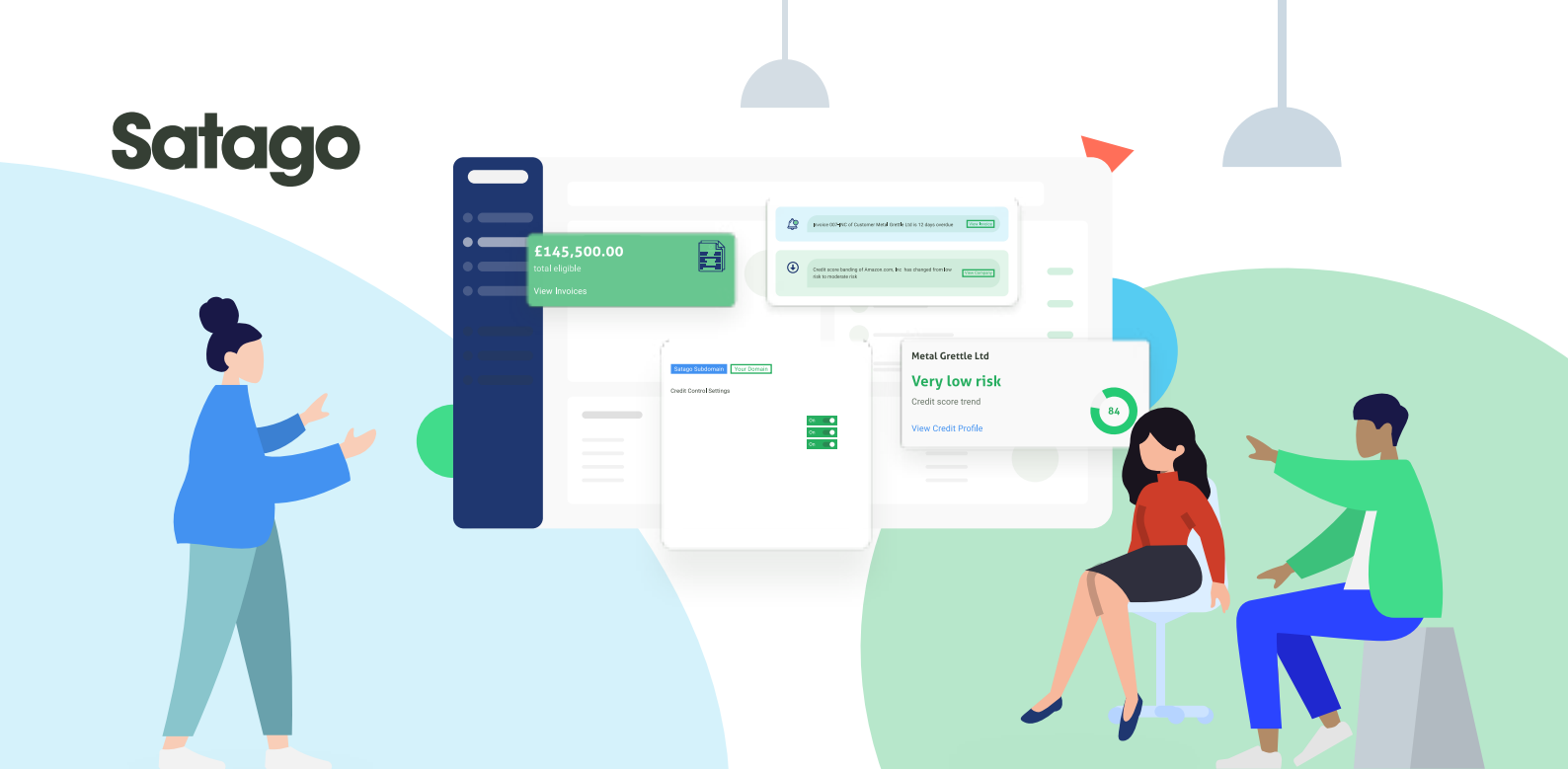
"It goes back to cost versus benefit. If they're paying £200 a month for a credit control service but they've got an extra £15,000 a month in their bank, it's a no-brainer."

Repeatable revenue

Steve prices his credit control service between £250 - £300 a month based on the number of active customers a client has.

With Satago, it takes just one hour a week to manage credit control for each client. So, one member of staff can manage between 30 and 50 clients.





Results for the clients

- ✔ Over the four-month trial period, Steve saw a significant reduction in client debtor days. One client dropped from 144 debtor days to under 40 in just one month.
- ✔ The same client's cash balance went up by £25,000.
- ✔ Clients collected money they had written off.
- ✔ Clients resolved invoice disputes and improved customer relationships.

"The clients are really happy. Just by bringing credit control disciplines in, they're able to collect money that they'd have otherwise written off."

Results for the firm

- ✔ Steve is now ready to roll the credit control service out to his full client base.
- ✔ The service is already paying monthly dividends for the firm and revenue will increase as more clients come onboard.
- ✔ Steve can offer clients a premium service at a much cheaper cost than recruiting someone to manage that service internally.
- ✔ It takes just one hour a week per client to manage the service.

"From a practice point of view, it helps us create extra revenue. But more importantly, it gives the clients a service they haven't got capacity for internally."



If you're interested in offering credit control as a client service, sign up to Satago online or get in touch and book a demo.

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Get started