

CashflowWorks – Success Story



“CashflowWorks technology is very strong. But what really distinguished CashflowWorks was that I knew their people understood collections. The implementation went smoothly, and in comparison with our old system, CashflowWorks gets results. They more than exceeded my expectations.”

Paul Gallagher, Managing Director, Sattal Print & Promotional Products
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Sattal improves cashflow, business processes and lowers costs.

Sattal Business Profile

Sattal is a client focussed provider of professional print and point-of-sale products. Current customers come from the banking, finance, motor industry and retail sectors. With a wealth of experience in all aspects of Digital, Lithographic and Large Format Printing, Sattal caters in-house for all its customers' needs.

Challenges

As Sattal has expanded its range of solutions so has its customer base. With a number of staff on maternity leave there was a need to maintain cashflow and implement procedures that would scale with the business. Further requirements were risk management and the need to assess potential credit risks.

Solution

Initially CashflowWorks provided its 'FastStart Program' by assigning a senior collector. This phase concentrates on early results, data cleansing and software set-up. Older non-paying debtors were identified and moved to CashflowWorks third party collections section.

Benefits

- Significant reduction in Days Sales Outstanding (DSO) in 10 days
- No need to hire staff
- Email address availability on most debtors
- Elimination of postal costs and manpower on statements
- Easy to use software with an up-to-date view on collections
- Interest savings on cashflow
- Collection of potential bad debts
- A trustworthy resource
- New COD business from identified bad debtors

Quick Overview

COMPANY	LOCATION	INDUSTRY	CHALLENGES	SOLUTION	BENEFITS
Sattal	Dublin	Print and promotional solutions	Managing efficient cashflow and simultaneously concentrating on business development, avoiding risk and collecting older debts	CashflowWorks FastStart program including debtor chasing, software set-up and third party collections	Significant reduction in debtors outstanding, savings on bank interest & staff hire, elimination of postal statements and the collection of long term bad debts