

ALX Group

ALX Group has spent the last 20 years helping Australian businesses systemise and automate their financial processes. Their specialised accounts team can also manage their clients' accounts for them.

Automation and
Accounts Services

MYOB
AccountRight



THE CHALLENGE

One of ALX Group's larger clients, a leading member association in its industry, hosts its major trade event each year. Their sales team has dual responsibilities: sell exhibition space and collect payment. With a manual process, the sales team was wasting a lot of time chasing debts that had already been paid, or letting some invoices age over 90 days.



SOLUTION

- ◀ **Simple integration:** ezycollect worked with the existing data in MYOB AccountRight.
- ◀ **Online payments:** After introducing online payments, debtors had a convenient payments experience and settled bills faster.
- ◀ **Customisable:** ALX Group needed an invoice tracking solution that could handle the unique payment agreement with every debtor.
- ◀ **Professional:** With branding, consistency and personalised language, reminders offer another professional touch point from the business.



RESULTS

- ◀ **Saves a day a week:** Automated payment reminders and online payments save time.
- ◀ **Record-breaking sales:** The client had more time for sales and sold its exhibition space in half the time.
- ◀ **Improved profitability:** With cash returning to the business faster, it bought its supplies on early bird discounts and improved its profit margin on the trade show.
- ◀ **Paid 84% faster:** Debtor days have been reduced by as much as 84 percent.



"Our client is very happy with their accounts receivables now. There's so much you can do with ezyCollect which we haven't even utilised yet!"
- Amber Guirguis, ALX Group

For more case studies, visit <https://ezycollect.com.au/case-studies/>