

MARTEC Australia

MARTEC Australia has been in business for over 50 years and distributes its ceiling fans, LED lights and bathroom fixtures around Australia and internationally.

Distributors
and Wholesalers
MYOB Exo



THE CHALLENGE

Managing receivables was a full-time job for two staff. Financial Controller, Linda Attenborough, was using a combination of daily and weekly receivables reports from MYOB Exo, numerous Excel spreadsheets and “emails galore” to keep track of more than 3000 open accounts with a wide variety of trading terms. Without good visibility of data, Linda felt like she was “flying blind”.



SOLUTION

- ◉ **Automation with customisation:** Staff no longer manually type reminders. Now they customise the email templates in ezyCollect and set a consistent schedule of delivery.
- ◉ **One source of truth:** ezyCollect is the central hub for debtor management, recording all debtor communications and data.
- ◉ **Helps debtors:** Now overdue debtors receive payment reminders which include a copy of overdue invoices, so Linda can be assured they have all their account information on hand.



RESULTS

- ◉ **80% improvement:** Starting from 27% of accounts overdue, only 5% of MARTEC’s accounts receivables are now overdue. By the end of the month it’s closer to 3%, says Linda.
- ◉ **Saves 8hrs/day:** Linda estimates ezyCollect saves the equivalent of a full-time staff member, allowing them to work on other processes that require their time and talents.
- ◉ **Act faster:** ezyCollect identifies ageing debtors quickly so MARTEC can take decisive action sooner.



“ezyCollect is a godsend... each month we’re getting better and better.”

- Linda Attenborough,
Financial Controller, MARTEC Australia

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