

Rural Directions

For the past 20 years, Rural Directions has been helping to grow a strong agricultural industry in South Australia - providing advisory services to farmers, corporates and government.







THE CHALLENGE

The company bills around 2000 farmers for consultancy services and subscriptions to their independent agribusiness resources. Despite 14-day credit terms, invoices were ageing up to 120 days, says Sarah Heinjus, Business Support Team Leader. "We would let them linger because you never like to ask people for money even though you've provided the service."







SOLUTION

- 
Personalised reminders let Rural Directions communicate politely with customers.
- 
A set-and-forget system means even low-dollar-value invoices are chased.
- 
Ability to exclude customers means large clients with different billing cycles can be excluded from automated reminders.
- 
Consolidated reminders means the system reminds customers about total amounts overdue.



RESULTS

- 
 Aged receivables declined from 47 percent to 15 percent in the first month.
- 
 Rural Directions saves half a day each week of staff time which they allocate to other service areas.
- 
 Reminders prompt a flurry of payments. "Customers ring up to say: 'I thought I'd paid but I've made a mistake. Thanks for the reminder.'"
- 
 Since starting ezyCollect at the end of 2016, ageing receivables are consistently lower year after year.



"Once I finished the trial I knew I would continue because it just saves so much time."
- Sarah Heinjus, Rural Directions

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