

Sheffield Group

Sheffield Group has been serving their loyal customers with an extensive range of cutting tools and accessories for more than 40 years. Customer satisfaction is a top priority for this Australian company.

Manufacturer
Wholesaler
MYOB Exo



THE CHALLENGE

When Kimberley Allbut joined the company five years ago, her main task was following up the hundreds of customers with small-value invoices that became overdue each month. While regular customers would eventually pay, she often needed to phone them first with a polite reminder. "I would spend at least an hour each day on debt chasing," says Kimberley.



SOLUTION

- ◀ **Reminders** are automatically issued by email now. Kimberley no longer spends precious time on manual tasks.
- ◀ **Customisation features** allow Kimberley to exclude good payers from receiving reminders.
- ◀ **Personalisation features** allow Sheffield Group to communicate with their customers in their own tone and language so their customers still receive the Sheffield personal touch.



RESULTS

- ◀ Kimberley saves 5 hours per week as automated email reminders have replaced the need for phone calls reminders.
- ◀ The most valuable improvements have been in accounts in the danger zone i.e. 60 days overdue. These aged debtors have been reduced by 36%.
- ◀ Sheffield Group consistently achieve their goal to reduce debtor days by 10% year-on-year.

"We learned that a lot of our customers actually rely on us to remind them. Achieving fewer debtor days has improved our cash flow a lot."
- Kimberley Allbut.

