

Web Ninja

Web Ninja helps clients integrate their accounting software (including MYOB AccountRight, MYOB Exo, Jiwa and SAP) with ecommerce web stores, so they can sell more products online, manage their inventory and reduce administration.

IT Services
MYOB Exo



THE CHALLENGE

With around 600 clients on a project based billing cycle, following up unpaid invoices was a heavy burden that fell on one person's shoulders to manage. Although clients always paid, the business had lost sight of how long collections were taking. "We're good at looking after our customers but we aren't great at collecting money," says Bruce Carr, Sales Director.



SOLUTION

- ▶ **Payment reminders** go out automatically so that staff can focus on other important tasks.
- ▶ **Invoice management** is within one central hub from which invoices can be issued and tracked to payment.
- ▶ **Client communications** are predictable and polite and Web Ninja has customised its automated communications for its unique tone and branding.
- ▶ **Insights and reports** elevate the visibility of collections to the management team and debtor management is now regularly reviewed.



RESULTS

- ▶ ezyCollect halved Web Ninja's overdue debtors in 12 months.
- ▶ Cash flow has improved after implementing ezyCollect's online payments solution. Clients click to pay and the cash is in the bank account almost instantly.
- ▶ Administration staff enjoy better job satisfaction as chasing debtors and communicating about overdue payments now happens by itself.
- ▶ Web Ninja saves approximately half a week doing collection activities.

"Implementing ezyCollect gives businesses the opportunity to enforce their trading terms and improve their business." - Bruce Carr, Sales Director, Web Ninja



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