

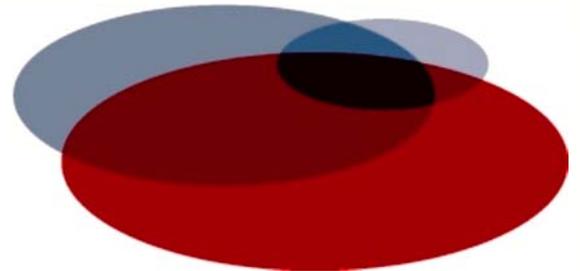


Case Study

Venn Group use Safe Credit Control

VennGroup

Recruitment Solutions



Case Study – Venn Group

Credit Control team rise to the challenge with Safe

The credit control team at Venn Group have been recognised for their success at the recent Credit Today awards. Finalists in the Commercial Credit Team of the Year category, the team were highly commended for their customer service skills, whilst driving down their debtor days to the lowest in their sector. The Safe Financials and Safe Credit Control software solutions have played a key role in Venn's successful mission to deliver exemplary levels of customer service whilst effectively managing cash/credit.

About Venn Group

Venn Group is well established as a leading provider of temporary and interim staff across the UK and Ireland with a network of eleven offices. They supply temporary and contract candidates to the accountancy, C&I, financial services, technology, legal, human resources and public sector markets.

The solution

Our unique approach is centred on changing the perception of the credit control function from a series of reactive processes to proactive ones. Credit controllers are traditionally regarded as an essential element in business to chase late payments and respond to customer queries. Safe credit control has taken the concepts of customer relationship management (CRM) and applied it to the credit control function, providing a softer, service orientated team of customer service representatives.

The entire credit lifecycle is supported from credit checking, insurance and risk analysis through to promised payments, chase letters and copy invoices.

Throughout all phases, every event or process is tracked through credit controller's workflow with in-built escalation procedures and excellent supporting management reporting.



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Each event, exceeded credit limit or an overdue invoice for example, may also raise an email that will alert a designated contact at each customer that it has taken place and that corrective action is required. This customer level alert process reduces the efforts required by each controller, allowing them to focus on other aspects of credit management.

Proven results

Keith Wilmott, Venn Group's Chief Finance Officer has overseen the effect of Safe Financials and Safe Credit Control on their business and commented:

"Since implementing the Safe Credit Control product, Venn Group has seen a significant improvement in the management of client receivables. Venn's choice of software was based upon ease of use, flexibility and the ability to fully interact with our line of business applications. The ability of Venn's Credit Controllers' to access pay and timesheet data along with timesheet images has, over time, been a crucial factor which has delivered some of the lowest 'average debtor days' in our sector (32 days). Although the product provides added value, the biggest factor which is often overlooked is the assistance Safe's consultant's provided during and since implementation. Safe's Credit Control plays a crucial role in Venn's overall Management Information System."

How we can help you

Visit www.safe-creditcontrol.co.uk and click on 'enquire online' to find out more.