

CICM EAST OF ENGLAND BRANCH – How Technology and Automation in Accounting has changed since the Pandemic - report of 30th March 2022 Webinar

Facilitated by the Branch's Andy Moylan and Lyn Commons, Matthew White, General Manager EMEA of Cforia Software, gave a fascinating insight into how Covid has accelerated AI and technology by several years, making almost all previous research obsolete. Matt gave valuable examples of how developing methods of requesting payment and open banking can improve the collection process.

Generation X and Millennials will make up 72% of the workforce by 2029 and they want to be able to conduct the same transactions anywhere in the world that they currently can on their smart phones.

“Buy now pay later” demand was increasing making knowing your customer (for B2B this means the right person, message, time and channel), and technology, ever more important.

Understanding your employees, including emotional and mental health, post Covid was essential, with the WFH age group holding the knowledge, and it was important to share it throughout the business.

An example of an early challenge of working from home was not being able to take credit card payments was quickly resolved by easily implemented and cost effective virtual portal terminals.

The questions generated by Matt's talk showed that there was far more ground to cover than the webinar allowed. It became clear there was an appetite for either breakout groups/round tables to either continue an overview of the latest trends to dip toes into and/or dive deeper into specific types of automation that credit professionals would benefit from knowing more about in these uncertain times.

If you are interested please contact Andy Moylan or Lyn Commons via the Branch LinkedIn Group. If you missed this highly informative and engaging webinar, you can watch the recording of the webinar on the Branch page of the CICM website or on YouTube

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