

COLLECTIONS MANAGEMENT

Unblocking Cash Streams & Boosting Client Relationships

Novuna Business Cash Flow gains visibility and capacity to provide value-added services by automating processes with Esker.

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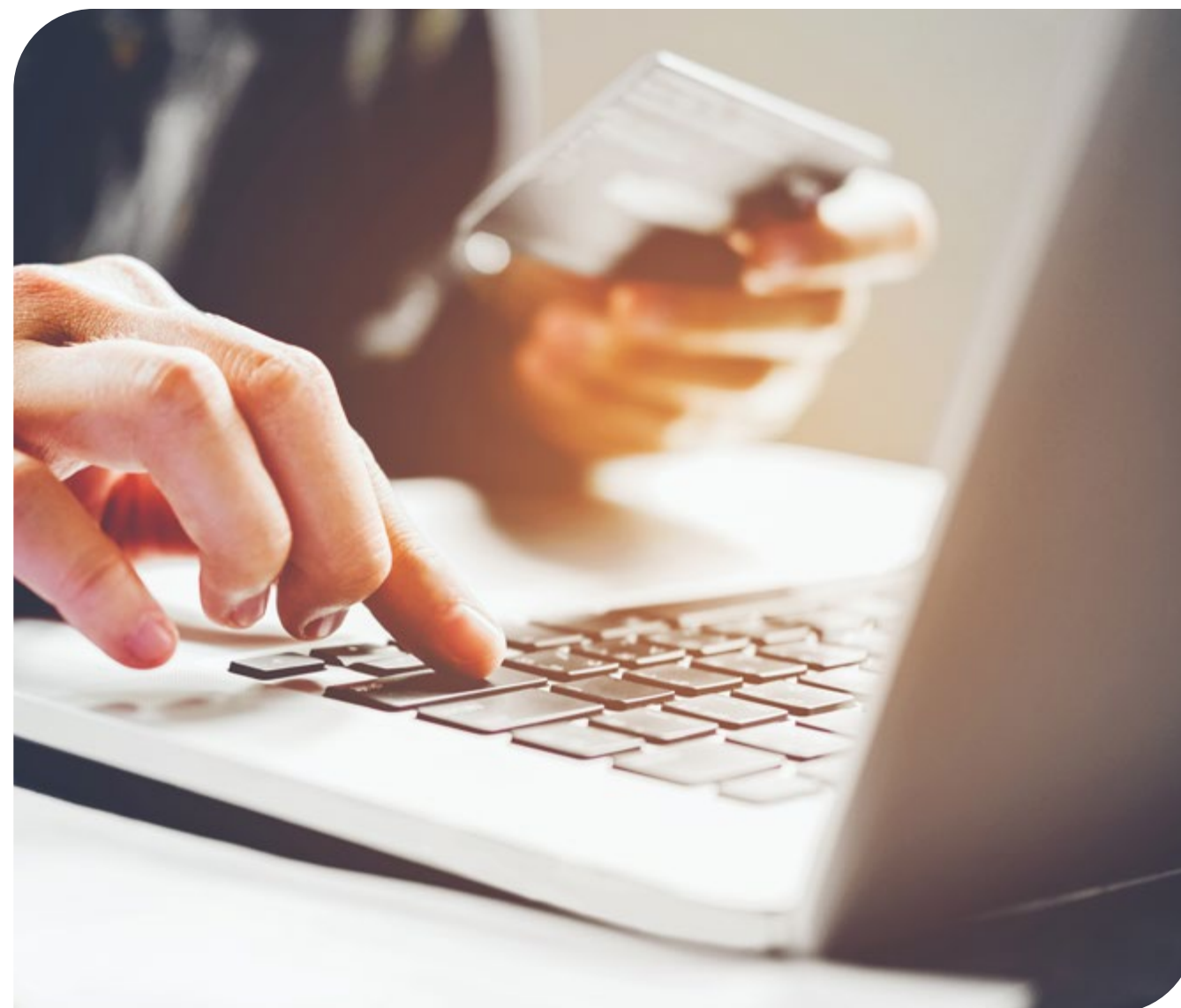


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AT A GLANCE

Novuna Business Cash Flow

-  Finance industry
-  880 clients
-  12 credit controllers
-  HPD Aquarius ERP



Challenges

Complex processes and a large, diverse client base

Novuna Business Cash Flow provides its clients, small to medium enterprises as well as corporate multinationals, with innovative financial solutions and outstanding customer experiences to help them succeed. Novuna's invoice finance solutions allow businesses to bridge cash flow gaps by releasing up to 90% of an invoice's value upfront, instead of them having to wait upwards of 30 days for a customer payment.

Operating in a sector governed by formal and often rigid policies, Novuna previously relied on highly prescriptive processes that were difficult to navigate, especially when it came to reporting.

With a diverse client base spanning industries such as haulage, courier services, recruitment companies and more, Novuna handles vast amounts of data in multiple formats. This complexity highlighted the need for a flexible, ready-to-use collections solution that could adapt to everyday operational challenges.

James Burr, Head of Change at Novuna Business Cash Flow, explained that "One of the key issues we faced was limited visibility into workflows. If a team member was absent, it was extremely difficult for others to access their notes and complete the necessary tasks."

Objectives

- Increase visibility and flexibility
- Work with real-time rather than static data
- Increase team morale removing manual tasks
- Facilitate reporting for clients
- Provide multiple access points, both internally and for clients

Solution

Uplifting the Collections team from stress to success

The Credit Control and leadership teams at Novuna Business Cash Flow explored several systems to tackle a wide range of operational challenges. They even developed a detailed functionality checklist with 70 specific questions to guide their decision-making. After a thorough evaluation, they chose Esker Collections Management as the best fit.

Before implementing Esker's solution, daily tasks included calling and emailing clients, and, at the end of the day, manually transferring the collected information into the ERP – a process that was not only time-consuming but also prone to errors. "It was a lot of work and left plenty of room for mistakes," said Susan Toon, Head of Operations at Novuna Business Cash Flow. Now, with Esker Collections Management, all communications with clients live within the application. "Emails and replies are all tracked with a coherent timeline. Esker provides the team with clear dashboards and metrics, which is fantastic," she continued.

Another useful feature is the ability to drag and drop documents into the application, without having to save each entry. "This is phenomenal, as it saves us so much time. The reduction of clicks and not having emails all over the place is just amazing," Susan added.

Unlike their previous system, Esker Collections Management calls are sorted by urgency – critical, high, or low – so the team can prioritize more effectively based on their knowledge of each client. It's helped team members become more self-sufficient and confident in their roles as Credit Controllers.

Previously, the team also used to field calls from other parts of the business, such as the Risk, Relationship and Audit Management teams. They all now have direct access to Esker, meaning they can instantly view client updates in real time, significantly reducing internal queries and lightening workloads.

"Esker has really improved our day-to-day work. It's incredibly intuitive and easy to use, and our Credit Controllers picked it up right away."

Susan Toon

Head of Operations, Novuna Business Cash Flow





“Having all communications in one place and accessible to other teams whenever they need makes issue resolution so much easier and faster.”

Susan Toon
Head of Operations,
Novuna Business Cash Flow

Highlights:

- Working with real-time data
- Automated scheduled reporting saving 1 day a month per user
- 60% of cash collections driven by Esker’s scheduled reporting
- DSO reduction to a record low of 40 days
- Ability to prioritize calls
- Significantly improved cash flow

Results

Collections with clarity through real-time data

“One of the greatest benefits of Esker is that we are now working with live, real-time data,” Denise Barnett, Credit Manager at Novuna Business Cash Flow shared. In addition, the automation of scheduled reporting saves each team member one full day per month. Across the span of a year, this equates to 144 days of saved time for its 12 team members.

Today, more than 60% of Novuna’s cash collections are driven by Esker’s scheduled reporting and automated follow-ups. This has helped the team reduce DSO by five days, bringing it down to a record low of around 40 days.

Susan also shared a powerful example of how Esker has freed up time for deeper client engagement: “We had a client with a large outstanding debt that had been sitting for over a year. Thanks to the capacity the solution has provided, one of our Credit Controllers was able to dig into the issue. In less than three months, she secured a payment of £120,000. That wasn’t just great for us, it also helped the client unlock more funding, which allowed them to grow and better serve their own customers.”

“Esker has given us the breathing space to focus on what matters — building stronger client relationships and improving cash flow.”

Susan Toon
Head of Operations, Novuna Business Cash Flow

Would you like to transform your collections management like Novuna Business Cash Flow?

Get in touch with Esker

About Esker

Esker's AI Automation Suite for the Office of the CFO leverages the latest in Agentic AI and automation technologies to optimize working capital and cashflow, enhance strategic decision-making, and improve human-to-human relationships with customers, suppliers and employees. Esker's Source-to-Pay and Order-to-Cash solutions automate any business process while supporting long-term growth strategies. Offering 40+ years of industry knowledge, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

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