

CASH APPLICATION | CLAIMS & DEDUCTIONS

A Double Serving of Efficient Receivables Management

All About Food significantly reduced DSO, unlocked cashflow and greatly improved process visibility with Esker's AI-powered automation.

**All
About
Food.**
TM



ESKER®

AT A GLANCE

All About Food

 Food retail

 £130M revenue/year

 180 employees

 Sage 200 ERP



Challenges

Complex processes hamper cashflow & visibility

All About Food is a British company that creates culinary products for well-known brands such as Costa Coffee, Nando's, PizzaExpress, Pret A Manger, wagamama and many more. These products are sold in major supermarkets and wholesalers, so that the restaurant experience can be enjoyed at home.

As All About Food expanded its portfolio of household brands and retailer relationships, the volume and complexity of deductions, promotions and remittances increased significantly. The business needed to improve working capital performance, gain tighter control over retailer deductions and create greater visibility across the receivables process.

Pete Meehan, Finance Director at All About Food, described the starting point of the company's journey to successfully introduce automation: "All About Food first approached Esker to improve working capital and cashflow, because dealing with retailers running promotions across multiple brands created recurring challenges around cash application and deductions." Furthermore, the business also wanted to standardize and automate its AR processes as growth increased the volume of receivables and deductions as well as the number of people involved in the process. A particular emphasis was placed on improving the communication between the Finance and Sales departments when it came to deductions management.

Objectives

- Accelerate cash application
- Recover unaccrued deductions
- Reduce DSO
- Improve cashflow forecasting
- Strengthen internal communications

Solutions

A recipe for receivables control

Two Esker solutions delivered the fastest and greatest impact: Esker Cash Application and Esker Claims & Deductions. According to Sam Wilson, Senior Transactional Finance Manager at All About Food, “the whole process with Esker was effortless and extremely positive, and within only a couple of weeks the team began to see time savings in cash application, as well as a much greater visibility of the claims and deductions process.”

Cash application

Esker Cash Application was introduced to enable the AR team to focus on collections efforts with greater confidence and accuracy. The goal was to tighten control over remittances, reduce unapplied cash and turn incoming remittance data into something the team could act on quickly. By automating the cash application process, manual allocation tasks were practically eliminated, and genuine overdue balances are now clearly separated from unresolved deductions. Remittances sent into Esker now generate a weekly cash collections report in minutes through an automated output, creating better visibility for the team managing receivables on a day-to-day basis. All in all, more than one week per month in cash allocation and collections activities was saved, while greater visibility into customer payments and remittances was gained.

Claims and deductions management

Unsupported short payments and non-trade deductions made retailer claims difficult to investigate and challenge. Esker Claims & Deductions replaced manual tracking with a structured, auditable workflow that captures, routes and resolves around 300 short payments each month, ensuring every deduction is accounted for. The solution improved trade spend management through stronger approval controls, better visibility, pre-credit ERP checks and clear audit trails, reducing errors while strengthening collaboration with retailers. Flexible workflows also enable All About Food to scale its processes as the business grows without compromising governance.



“Esker helped us process deductions faster while improving ownership and accountability across Finance, Sales and Supply Chain by bringing order and control to a deduction-heavy retail environment.”

Pete Meehan
Finance Director, All About Food



Highlights

- £14M cashflow and working capital improvement
- 16-day reduction in DSO (95 to 79 days)
- 87% faster debit note approval (47 to 6 days)
- 1 week per month saved in cash allocation and collections
- 97% faster short-payment resolution

Results

Serving up faster cashflow, greater visibility & control, & streamlined processes

To put it in numbers, automating cash application and deductions management with Esker enabled All About Food to achieve a £14m improvement in cashflow and working capital performance within just a year.

Getting claims posted as credits now takes roughly half a day, instead of the three it took before. With the controls in place, DSO also went down from 95 days to 79, on average. Most stunningly, however, was that the reduction in time to resolve short payments: Where this process could previously stretch to nearly a year, the teams now get them resolved within 8 to 30 days.

Also partially responsible for this acceleration was that the approval process for debit notes was streamlined. “We saved over one week each month in chasing and allocating cash, while accelerating debit note approvals from 47 down to 6 days on average. There is no manual file to import, the data feeds straight through into the ERP. In addition to the processing being quicker and easier, the quality of the work we do is much better,” Sam elaborated.

Just as importantly, the business gained visibility and confidence, especially when preparing for an audit, as reporting and tracking is all centralized within the unified Esker platform. “Esker’s focus on optimizing the entire office of the CFO is a sound one. Our finance transformation roadmap will include implementing Esker Accounts Payable and Esker Contract Management next, so that both the AR and AP functions feed into each other on one platform,” Pete concluded.

“We used to spend three days every month processing debit notes. Completely eliminating that manual effort has been transformational.”

Sam Wilson

Senior Transactional Finance Manager, All About Food

Do you want to transform your receivables management like All About Food?

We're here to help.

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-toCash 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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