

# ACCOUNTASSYST

Online Credit Management for Businesses

## A unique online credit management system that will deliver measurable and significant improvements for your business right from the start



### Your Challenge...

Being paid by customers is an increasing challenge faced by most small businesses that supply goods or services on credit. Today a business can invest as much time in chasing overdue debts as they do in marketing and sales. It's frustrating, it eats into your valuable time and it's an activity that does not add value to your business. It has never been more important to check out and monitor customers both old and new. Knowing the current financial status and exactly who you are dealing with is paramount to successful trading.

### Your Solution...

AccountAssyst has been developed by a team of entrepreneurs including the internationally renowned insolvency practitioner Gerald Krasner. It's an incredibly powerful, easy-to-use online credit management system that has been designed for small businesses. It is recommended by bookkeepers, solicitors, accountants and debt collection agencies to their small business clients. It has also been endorsed by trade associations, trade bodies and a number of financial institutions.

### Your size

It doesn't matter whether you have 10 customers or 10,000, whether you sign up new customers regularly or rarely, whether you're just starting out or you've been in business for many years. *AccountAssyst will benefit your business significantly.* And, you don't have to be an IT whizz to use the system. It's been tested by hundreds of small businesses and given a unanimous thumbs up for its ease of use.

### Your free trial

At this stage, you're probably curious to find out more about what AccountAssyst can do for your business. **Why not take advantage of a free unlimited two-week trial and six free credit reports?** Nothing beats actually putting the service through its paces and finding out how many of your business needs it ticks before arriving at a decision.

### How can AccountAssyst benefit your business?

It provides you with accurate information on the credit worthiness of potential and existing clients and so much more besides. For example:

- **New Customer Account Opening** – the automated online credit account opening process involves the applicant completing your bespoke credit application form including your terms and conditions (we supply you with both). You also receive a credit report on the applicant, you are alerted to any changes to data held at Companies House and you are made aware of any new credit information. Plus you are provided with any historical data from ROSI as well as being registered for ongoing ROSI Monitor notifications (more on ROSI further on) **This entire process takes just five minutes.** How long does it take you now to open up an account using traditional paper-based or fax account opening processes? For many businesses it's usually 45 minutes plus. The AccountAssyst account opening process ensures that you know exactly who you are dealing with by forming your contract to supply with the correct legal entity – limited company, partnership or sole trader. The application process





ensures that you collect data that will help you should you experience payment problems in the future. *What's more, it costs from just £3.60 to open an account through AccountAssyst!* And, new customers will be delighted that they've spent just five minutes (yes really!) completing a professional and thorough form that's sent back to you in seconds, instead of the usual painstaking 20-30 minutes needed to complete a paper based application. Contrast this efficient solution with your competitors' antiquated processes.

- **Existing Customer Account Reviews** – again an automated process. You have the opportunity to reform your trading relationships with existing customers using the up-to-date bespoke credit application form and up-to-date terms and conditions. Over the years you may have established trading relationships with customers on an informal basis and it's time to protect your business and present a more professional image to your existing customers. You can also gain up-to-date credit reports on your customers in addition to finding out what historical ROSI information is available that could influence your decision to continue to offer their current levels of credit. Often a business does not find out that a customer is struggling until it's too late. AccountAssyst provides this information at much earlier stage than other credit checking services.
- **The unique ROSI monitoring system** – ROSI stands for the Register of Outstanding Invoices. ROSI Monitor instantly alerts you by e-mail whenever one of your customers fails to pay one of their other suppliers after receiving a demand letter from a debt collection agency or solicitor. These alerts enable you to take action at the earliest opportunity and so increase the likelihood of an outstanding payment being secured. You may decide to not send any further goods or to send part of an order, withholding the balance until payment is made. When you open an account for a new customer or add an existing customer you are supplied with all historical ROSI information held on them. This gives you a current indication of creditworthiness which is far more useful than information contained within outdated credit reports. If your customer or, a potential new customer has a ROSI entry, it means they have been through the credit control cycle of a supplier and the matter has been escalated to a solicitor or debt collection agency that have given them a further seven days to pay. Because they have not done so, they have been placed on ROSI. **Contrast this with the information supplied by the standard credit reporting companies.** They can generally only identify that there is a problem after a County Court Judgment, which is often

many months after the cash flow difficulties began and too late for you to do anything about your exposure. Receiving ROSI Monitor alerts allows you to be ahead of the game.

- **An online automated overdue monies chase process** – the customised diary prompt system is a fantastic aid to pursuing overdue monies in a controlled manner. You can choose to send the supplied instant demand letters by post, fax or e-mail. You will then be prompted by e-mail to consider any subsequent action required at the appropriate time. By simply clicking on the relevant link within the e-mail you can instantly instruct the next course of action. *Because it's so simple and effective, you can delegate the day to day administrative functions of credit control to less experienced staff.* What's more, all credit control procedures and copies of demand letters are recorded on the system and a summary of the information is always available. This provides a record for the court that demonstrates the steps you have taken to recover the money should legal action become necessary. **This will increase your likelihood of success.**
- **The most thorough and up-to-date credit reports available** – all the crucial information you need including directors, how fast a business is growing and how it measures up against other firms in its sector. All reports include monitoring that alert you about critical changes to the company such as a new credit rating, a County Court Judgment or new accounts filed.

**This information can be easily exported from AccountAssyst to update your other systems free of charge.**

### **Interested? How about a Two Week Free Trial + 6 Free Credit Reports**

**You've got two whole weeks to put AccountAssyst through its paces. At the same time you can take advantage of 6 free credit reports. Which businesses would you like to find out about? Potential clients, existing clients, competitors, suppliers? Go online today and see for yourself how AccountAssyst will benefit your business.**

**If you'd like to find out more about AccountAssyst, go online to [www.accountassyst.com](http://www.accountassyst.com) or contact us on 0845 680 1891**