

AccountAssyst

Now you can offer your clients an incredibly simple, powerful and effective online credit management system. A system that is visually branded to reflect the core elements of your brand; your business name, logo, your strap line and corporate identity.



What is the deep underlying need that your business clients have for AccountAssyst?

In a tough economic climate, the challenge facing your commercial clients is to ensure that their invoices are paid and that bad debt is kept to a minimum.

That's easier said than done.

A request from a potential client for credit is usually welcomed. But ascertaining the true creditworthiness of the business and if it has an accumulation of bad debts or overdue invoices is virtually impossible for your client. The information available via existing credit information providers is flawed and is often many months out of date. The ability to credit check a sole trader or partnership is virtually non-existent. It's a tough call for your clients to make and the wrong decision could also spell financial disaster for them.

How do your commercial clients know if existing customers are still creditworthy? Are their customers paying all their invoices on time *including* other suppliers? Are they falling behind due to financial difficulties? Difficulties that if your client knew about them they would take immediate action to protect themselves.

“AccountAssyst has been developed as a powerful, holistic and easy to use online solution to the shambolic nature of credit management in this country. Businesses have become accustomed to a culture in which there are no penalties for late payment or even for no payment at all. AccountAssyst will change the face of credit management in the business to business sector for good.”

Gerald Krasner,
Director Powers (NI) Limited

AccountAssyst has been developed by a team of entrepreneurs with many years experience in credit management for businesses.

The team includes the internationally renowned and highly respected business insolvency practitioner Gerald Krasner and one of the leading entrepreneurs and authorities within the

credit management and debt collection sector, Michael Collins.

AccountAssyst is an incredibly powerful, simple to use online credit management solution for businesses that offer products or services to other businesses.

If your commercial clients supply services or products on credit, they will benefit from the highest levels of protection at all stages of the credit management process.

This will maximise their chances of being paid and reduce any write-offs.

AccountAssyst goes beyond providing your clients with accurate information on the creditworthiness of potential and existing clients. It includes:

- New customer account opening.
- Existing customer account reviews.
- The unique ROSI Monitor – which is an exclusive early warning system that your clients gain access to as part of their relationship with AccountAssyst.
- Credit control – an online automated pre-legal chasing solution.
- Credit reports – either on their own or as part of new customer account opening or existing customer reviews plus Companies House and CCJ monitoring.

Whether your commercial clients have existing credit management procedures or controls in place or not AccountAssyst will protect their business from unwanted write offs.

Your Commercial Clients

If your commercial clients' credit management procedures are not as effective as they could be, or they don't have any credit controls in place, AccountAssyst is the system they need to protect themselves from the crippling and long-term effects of bad debt.



How does AccountAssyst differ from other credit checking services such as Dun & Bradstreet, Equifax and Experian?

This is the question we are most frequently asked by solicitors, debt collection agencies and their clients.

The AccountAssyst credit report is just one element of the system whereas the three main credit reporting companies referred to are limited to providing credit reports only. The standard credit reports provided by these three companies are generally based upon accounts filed at Companies House. These can be up to 2 years out of date. Additionally, because the company itself provides the data to Companies House, it does not always give an accurate impression of its ability to meet its creditors at that time let alone two years down the line. It's difficult therefore, to determine the financial strength of a company based upon the last accounts filed should your client be planning to offer them credit terms today.

AccountAssyst provides online credit account opening, customer reviews, reforming of contracts on up-to-date terms and conditions and systems to help your clients establish the current state of any business that they are dealing with. Most importantly, it provides access to the ROSI late payment database, a database populated by solicitors and debt collection agencies upon the expiry of a payment demand letter.

When opening an account, performing a credit review, or simply registering a customer on the ROSI Monitor, your client will be provided with all the historic data on the ROSI database that exists for the customer. The ROSI Monitor service thereafter ensures that any future entries for that customer are alerted to your client immediately by e-mail.

Crucially, you receive these e-mail alerts as well.

AccountAssyst has been designed to collect data that is both current and relevant, yielding a far more accurate credit reading than an outdated credit report. This also increases the probability of recovery should your client's debtor default on payment.

Will your clients pay a licensing fee for using AccountAssyst?

No. The cost of using AccountAssyst is modest. The services within AccountAssyst are sold on a simple unit basis. Pay as you go units are available but unit costs can be reduced by investing in an annual subscription. For example, subscribers can open an account from as little as £3.60 per customer.

How will your office benefit from your commercial clients using AccountAssyst?

- By introducing AccountAssyst to your clients, you are helping them to manage their cash flow and reduce bad debt. You are also strengthening the ties between your clients and building their loyalty and their system will be branded with your details if you choose it.
- Because ROSI is an integral part of the AccountAssyst offering, you can be proactive in helping your clients with potential and actual bad debts. You receive ROSI alerts at the same time as your client. A timely phone call, advising that action needs to be taken sooner rather than later against a debtor company will be welcomed by your client.
- The more organised and efficient your client is in their account opening, forming contracts on correct Terms and Conditions, chasing overdue monies and generally knowing who they are dealing with then the greater your chance of recovering the debt on their behalf.
- With its emphasis on the formation of accurate and thorough Terms and Conditions, AccountAssyst gives you a timely opportunity to improve your clients' Terms and Conditions.
- In the next five years, most if not all businesses will be looking to manage their credit management, customer account opening and credit control online particularly given that banks are now phasing out cheques as a method of payment. Now is the time to be one step ahead of Practices that don't necessarily embrace innovation at your pace.

The next step...

To help with introducing AccountAssyst to your commercial clients, we have developed sales literature to complement the existing AccountAssyst website (www.accountassyst.com). We can also support you with professionally written tailored press releases, personal letters, bespoke web presentations and access to a mass email facility. We can work with you within the framework of your current client communication and marketing programme to identify the most effective ways in which to communicate AccountAssyst to your commercial clients.

Please contact us to discuss this further.

