

DSO Reduced by 7 Days in Just 8 Months

Aviation Industry B2B Case Study

+ The Client

A leading global provider of aviation services to the commercial aerospace and government defense industries.

+ The Situation

The client had established an effective revenue recovery process for the smaller number of larger customers that account for 80 percent of the company's revenue.

With limited internal staff, the client needed help implementing a similar process for its larger number of smaller customers that compose the other 20 percent of the company's business.

The Problem

- + Classic 80/20 rule
- + Too many open invoices
- + Dispute issues not identified and resolved in a timely manner
- + DSO was too high at 47 days and trending higher
- + Failure to meet cash recovery goals
- + Too many customers lacked care and attention

Windham's Challenge

The client needed a trustworthy, hands-on, data-driven partner with the experienced team and tools necessary to hit the ground running and develop a program to resolve issues quickly and easily.

- ✓ Get to know the client's customers
- ✓ Develop a timely, consistent contact strategy
- ✓ Identify the drivers of delinquency
- ✓ Reduce the client's DSO
- ✓ Increase the client's operating income
- ✓ Improve customer lifecycle

Windham's Business Solutions

+ Root Cause Analysis to Identify and Resolve Issues

By creating structure and discipline around the collection process, Windham was able to speed up the identification and resolution of disputes. Windham identified several recurring friction points—such as misapplication of payments, issues involving tax-exempt status and mishandling of returned merchandise—that affected invoicing and payment. Windham brought these issues to the client's attention and worked with them to develop an actionable plan to resolve common problems and improve process efficiency.

Ongoing, one-on-one coaching sessions reinforced the training concepts.

+ Better Customer Service

With Windham's relationship-based, customer-first approach to delinquency management, account specialists quickly and independently researched and answered customers' questions about their invoices and the client's credit process to resolve disputes faster, providing a better experience for customers and quicker recovery of revenue.

+ Clear, Consistent Communication

Weekly calls with the client relayed valuable performance updates and account information and outlined plans for meeting monthly cash goals. They discussed delinquency drivers and trends involving recovery challenges during quarterly business reviews.

+ Working From The Client's System

Windham quickly established secure, reliable connectivity with the client's system for direct access to customer accounts. The added autonomy increased efficiency for requesting documentation and answering billing questions. This access also improved collaboration and understanding among Windham and the client's team as they could review escalated accounts together to resolve.

Windham's Results

✓ One Account, \$1.5 Million Recovered

A Windham account specialist called one of the client's smaller customers regarding an outstanding invoice worth \$1.5 million. As a result of Windham's deep knowledge of the client, its culture, and its customers, the account specialist was able to resolve the complex invoice issues that had been addressed while also reducing the friction that caused the delinquency.

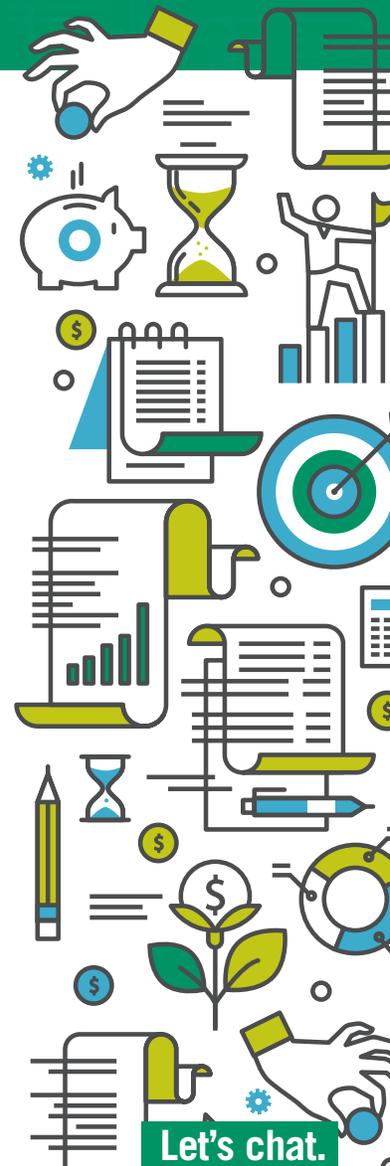
✓ Reduced DSO

In eight months, Windham reduced the client's DSO from 47 to 40 days, exceeding the client's expectations and meeting Windham's internal 12-month goal four months early.

✓ Enhanced Customer Relationships, Satisfaction, and Retention

Windham helps maintain customer relationships with professional reminders on payment. Windham took the time and attention necessary to get to know each of the client's smaller customers, helping to manage their accounts more efficiently and intelligently. With a focus on the customer experience, Windham established strong relationships with the client's customers, adding to the client's value to its customers.

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Let's chat.

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