



# Electrical Business – Large Saving

**Commencement Date:** June 2015

**Background prior to smartAR:**

This client is located outside of Auckland and provides electrical services to the wider Auckland region. Initially the client had a resource who was based in their office with a variety of other duties.

Due to the nature of the accounts persons role and the amount of outstanding cash which needed to be collected, the client was open to considering an alternative solution to get paid faster.

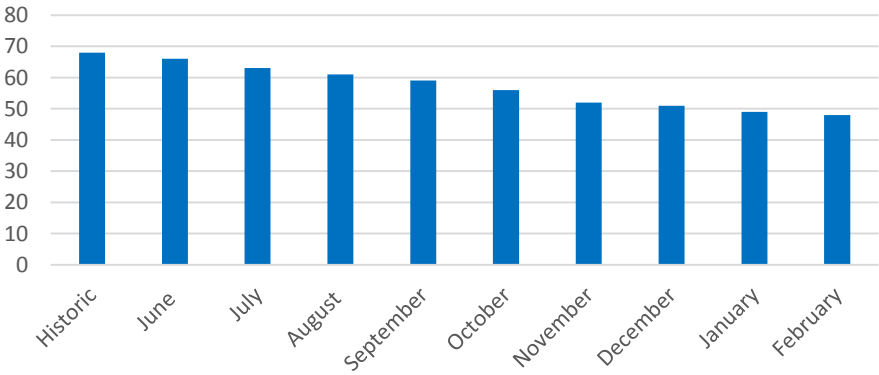
In considering smartAR the owner was mainly concerned about how to manage an external resource and the security of clients data.

**Outcome:**

After a review of other smartAR reference sites and the introduction to their nominated account manager there was a high level of confidence and trust in the smartAR staff and service.

The combination of an owner who was enthusiastic to improve their cash flow together with a skilled account manager saw the debtor days quickly reduce. This resulted in over \$506,187 being returned to the owners bank account within the first nine months of engaging smartAR. The owner was able to use this extra cash flow for growing their business knowing debtors were under control. This business is now a keen advocate of smartAR to their own clients.

## Reducing Debtor Days



**Turnover: \$4,000,000**

**Historic Debtor Days**  
68 Days - \$ 840,154

**Debtors 9 months later**  
48 Days - \$333,967

**Extra Cash Returned**  
\$506,187