

## **E-Commerce Company**

**Issue:** One of our upcoming E-commerce client had a huge cash flow issue due to the clients not paying on time. They were experiencing issues of non-payment with the clients due to documents not complete, Customer satisfaction issues. This led to the client's account getting suspended and in turn the clients not spending more with our client. This resulted in a situation where on one hand, E-Commerce client were not able to recover debts but had to borrow from external sources to meet working capital requirement. This had a double whammy impact! On companies financials.

**Process:** Our collection team called was approached. We took steps to streamline the entire Order to cash process which seems to be broken. For the same, we had to write standard operating procedures for placing PO, generating invoice, sending emails to the clients, recovering payment and applying payment to the invoice. This resulted in overall cash flow positive which lead to reduction of days of outstanding by 55%. Also, it resulted in savings on interest costs which our client had to incur on borrowing money from external sources.