

A photograph of two women in a professional setting. One woman with long dark hair is smiling and looking towards the other woman, who has blonde hair and glasses and is holding a large sheet of paper. They appear to be in a collaborative meeting.

## User case study **LOVE**BRANDS



**CHASER**

# Company overview

LOVEBRANDS

## Company

Love Brands Limited

## Headquarters

London, England

## Industry

Wholesale, Fashion

## Website

[www.lovebrandsuk.com](http://www.lovebrandsuk.com)

## Software used

Chaser credit control software

Debt Collections

Payment Portal

## Company description

Love Brands is a multi-brand fashion distributor. For over 20 years, they have directly managed and acted as regional distributors for some of the biggest internationally recognised apparel brands in the fashion industry such as JOOP! and GUESS.

## Company objectives

- Move the credit control process from external contractors to in-house
- Improve credit control process efficiency
- Protect their strong and long-standing client relationships

## Main problems

- Increasing sales meant high volumes of new invoices, which could not be managed manually
- Complex payment chasing processes beyond the functionality available in their accounting software
- Needed more personalisation in their invoice chasing

## The resolutions

- Supplement the internal credit control team of two with Chaser credit control software
- Integrate the company's Xero accounting software with Chaser to chase invoices automatically
- Harness Chaser's advanced personalisation features to remove signs of automation and utilise automated 'thanks for paying' messages to main strong client relationships
- Use Chaser's multiple schedules feature to accommodate their complex chasing process and adapt chasing to their different client groups



## 15+ hours

Per week saved on credit control tasks



## Reduced costs

As external contractors were no longer needed for credit control



## More agile processes

Chaser's flexibility let's LoveBrands easily and quickly adapt settings to the business' continually changing needs

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# Company objectives

Founded in 2010, Love Brands Limited is an independent European distributor of fashion, accessories and lifestyle products. Whilst their core markets are the UK and Ireland, they have also developed an extensive European sales network. LoveBrands are unique in their ability to offer brands a strategic multi-channel platform, across wholesale, franchise and retail concessions. All their purchasing logistics, distribution and sales activities are handled by their head office in London and their distribution partner in the UK.

However, their wide sales network and multi-channel platform approach comes at an operational cost. More clients means more invoices to process, and an international client base means the business needs to facilitate chasing in a variety of ways (for example, in different languages, for various payment runs).

Having previously relied on external contractors to run their credit control process, LoveBrands wanted to bring this process in-house and set up their internal credit control process for the first time.

Initially, they tried to use their i.LEVEL stock management software to generate invoices, which then automatically moved across to Xero. They hoped they could use this combination and use Xero to send automated payment reminders to clients, but they felt the emails clients were receiving from Xero were too automated. After speaking with Xero, it was recommended that the LoveBrands team try Chaser's software.



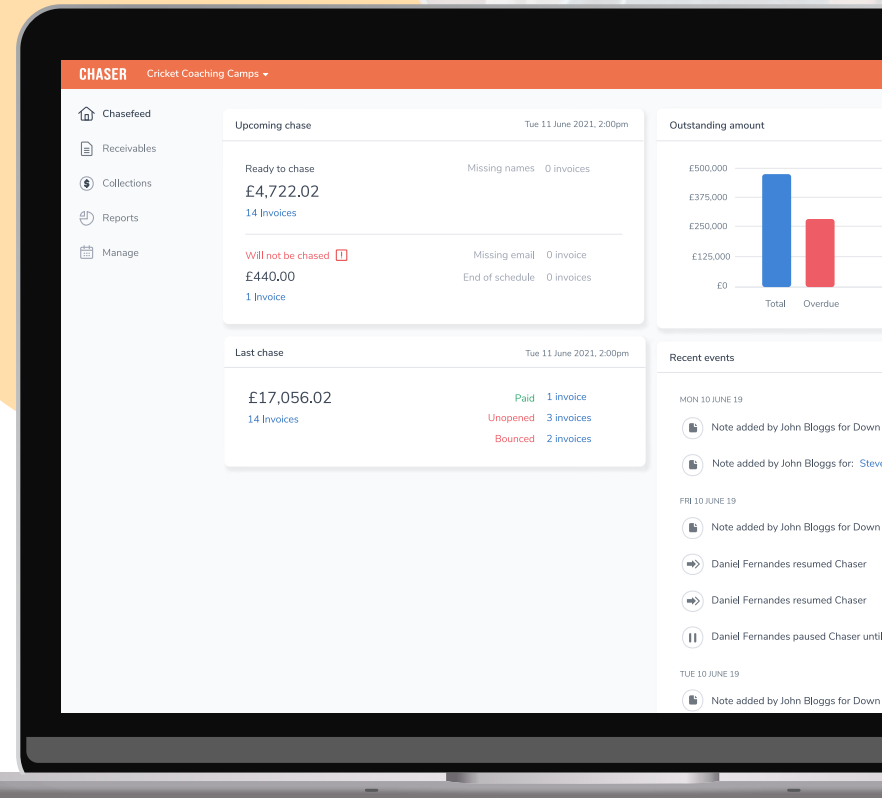
# The solution

Chaser's credit control software offered a single cloud-based application that could be integrated with LoveBrands' existing Xero cloud accounting system. As a standard, the Xero accounting system integration with Chaser took just 2 minutes to complete. Through the two-way integration between Xero and Chaser, it means LoveBrands' customer and invoice data is always up to date and identical in both systems.

Chaser's credit control software provided LoveBrands with a way to save time by automating the chasing of their invoices, with messages that always looked hand-typed and did not appear automated. This helped them overcome their problem with long-standing and valuable clients receiving robotic-sounding payment reminders sent from their accounting system automatically. This gave LoveBrands a way to deal with their growing numbers of new invoices, without compromising on customer service and their all-important client relationships.

With unlimited custom schedules available in the Chaser software, LoveBrands were able to easily create and adapt chasing schedules tailored to their clients' complex and varying needs. For example, separate schedules could be created for sending payment reminders to clients who use a different language, or have different payment runs, to ensure they are always chasing the right groups of customers at the best times to encourage prompt payment.

Through Chaser's schedules, LoveBrands could easily dictate chasing intervals, when and how frequently to remind customers before an invoice is due, after it becomes overdue, send statements, and decide if and how they would like to escalate payment reminders when an invoice remains unpaid (for example, they can choose to start sending payment reminders from their business' legal department, and choose send reminders to a more senior figure at their clients' business).



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# Chaser credit control software

Chaser's credit control software allows you to automate invoice chasing and streamline your accounts receivable process. Get invoices paid faster, reduce days sales outstanding and maintain great customer relationships with human-like receivables automation.

## Your benefits



### Get paid faster

by automating your credit control process and reducing your days sales outstanding (DSO).



### Save time

by automating payment reminders with custom templates that match your company's communication style, so customers won't know you're using an automated system. Many users are saving 15+ hours per week.



### Improve your chances of getting paid

by automatically attaching relevant invoices and customer statements to every reminder



### Maintain great customer relationships

by sending automatic thank you for paying emails after receipt of payment

## Key features



### Complete personalisation

Using Chaser, payment reminders look like they were hand-typed by their regular sender. You can edit templates to match your company's usual style, branding and tone of voice so your customers won't know you're using an automated system.



### Custom scheduling

Schedule as many payment reminders as you require, at intervals you choose. Reminders can be sent in unlimited custom schedules that suit your different groups of customers, such as good payers, bad payers, or long-term clients. Select the best days and times to send reminders and automatically avoid sending reminders outside working hours, on weekends or bank holidays. You can choose to encourage positive customer paying habits by scheduling invoice reminders on the same day and at the same time each week.



### Receivables and customer reports

Identify areas for improvement with real-time reports on your A/R performance, gain a better understanding of customer payment behaviours with your customer insights report and make more informed decisions on which customers to continue granting credit to, with your risk report.



### Automated thank you emails

Maintain great relationships with your customers, and ensure they always have confirmation you've received their payment with automated, personalisable 'thanks for paying' messages. This can be done with a simple click within Chaser.



### Invoice grouping

Avoid bombarding customers, by automatically grouping multiple invoices into a single reminder.



### Centralised hub to manage customer interactions

You can easily keep track of all chasing activity, including customer replies, with an automatically logged communication history for every customer and invoice in the app. This helps ensure that you don't chase the payment of an invoice twice, or worse, never chase the invoice at all. Seeing all your chasing activity in one place is essential to getting it right.



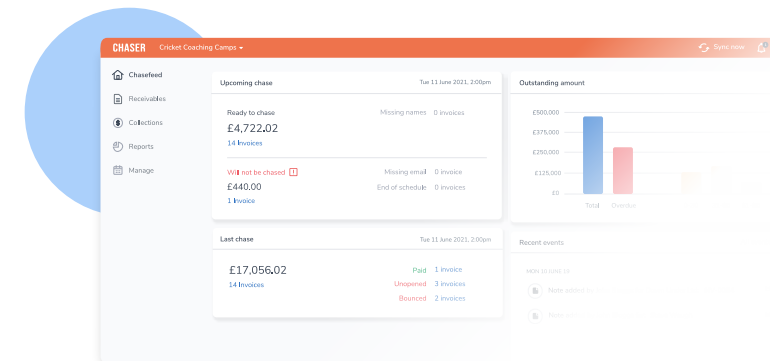
### Customer portal

You and your customers can use your dedicated customer portal to see all relevant information about outstanding debts, make payments and explore alternative payment options. This helps encourage faster payment of invoices, ensures that no paid invoice is ever chased and provides more visibility over your customer accounts.



### Integrate and sync to your accounting software

Make decisions based on the most accurate and up to date data with hourly, on-demand and automatic pre-send syncs with your accounting system. With two-way integrations into your accounting system, Chaser complements and enhances your accounting package, without trying to replace it.



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# Results

Using Chaser's credit control software and its seamless integration with Xero, the LoveBrands credit control team hit the ground running with Chaser and started to see benefits immediately. With the time savings from using an automated solution, LoveBrands were able to move their credit control process from external contractors with ease, and manage the process as a smaller team of just two internal credit controllers.



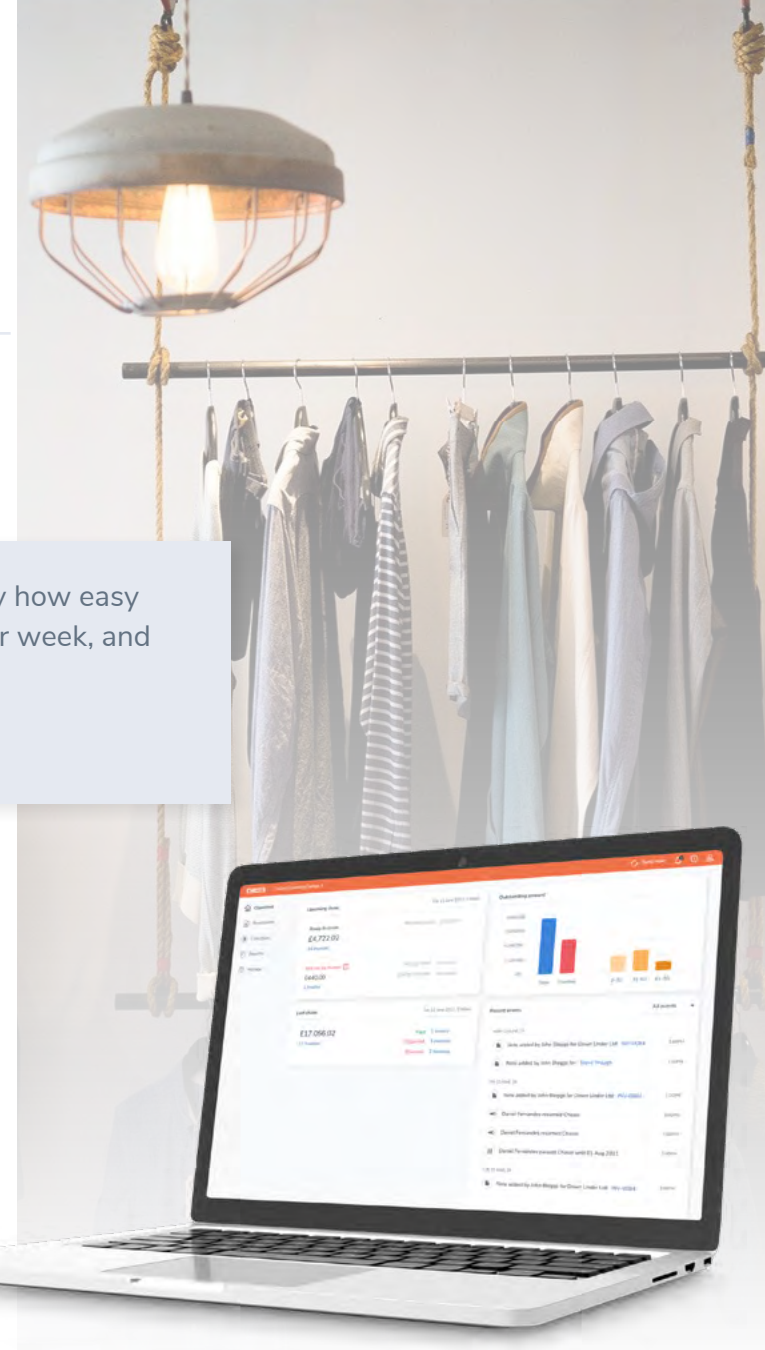
“I love how flexible Chaser is. It is easy to use, has great results and I've been really impressed by how easy it is to adapt the settings to our continually changing needs. We have saved at least 15 hours per week, and that's me being stingy”.

Rossana Vittorielli, Credit Control Manager

The time savings mean more time to speak with customers over the phone and continue to build on their strong client relationships, so much so that for Rosanna at LoveBrands, customers regularly call her up for a chat! Through Chaser's highly personalisable invoice reminder templates and custom schedules, Rossana and her team were able to maintain the vitally important personal touch when automating invoice reminders to LoveBrands' clients.

“Chaser has become an indispensable tool in my working routine. It's allowed me to create personalised templates that convey the same friendliness and the same tone I would use with customers in manual emails.”

“I am currently working on my own in the department and I would not be able to do it without Chaser. I'm having great feedback and response from my customers. They are used to receiving my weekly reminders and they're now always aware of what's outstanding”



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# Resources

## Webinars

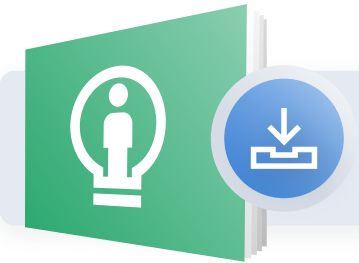


Get paid sooner by automating your accounts receivable processes

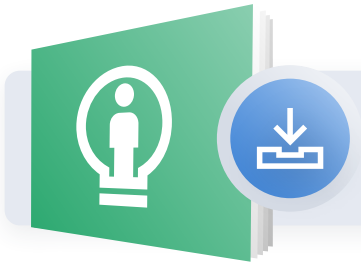


Transform your clients' credit control with Chaser

## PDF guides



The essential guide to collections for credit controllers



The ultimate guide to accounts receivable



## CHASER

Businesses spend countless hours manually chasing invoices. Since launching in 2014, Chaser has been dedicated to solving this late payment problem for all businesses that sell on payment terms. By sending automatic and intelligent email chasers, the software and service provider effectively gets invoices paid on time without losing the human touch. To date, Chaser has helped users chase over £3 billion in overdue invoices.

Chaser was named the Accounting Excellence 'Cloud App of the Year' three years in a row (2017, 2018, and 2019), Xero's 'App Partner of the Year' (2016), and App Partner of the Month (August 2019).

**Contact us for more information about our pricing**

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