

## CASE STUDY



# **FORSYS INTEGRATES NETSUITE DUNNING LETTERS FOR A MEDIA COMPANY, IMPROVES ACCOUNTS RECEIVABLES BY 90%**

### Insight

The client, a media tech company, based in Bengaluru, India was struggling with its outstanding collections and sending out manual reminders. The media company wanted to automate and streamline its collections process and as a result, they wanted to implement NetSuite's Dunning Letters SuiteApp.

Forsys implemented the solution and helped the client to recover 90% of its outstanding Accounts Receivables while enhancing customer experience. The implementation also gave visibility into the collections and enabled the client to minimize bad debts write-offs.



**Industry**  
Media



**Revenue**  
\$3.6+ M



**Employees**  
350



**Headquarters**  
Bengaluru, India

### Business Challenge

Forsys successfully implemented the solution for the client with the ability to:

- Long-pending Accounts Receivables or unpaid invoices
- Increased manual workload to send out reminders to customers
- Increased write offs, bad debts, and Day Sales Outstanding (DSO)
- Inability to identify at-risk accounts and delinquent customers hitting the bottom line
- Lack of centralized data repository makes it difficult to track correspondences and may impact customer relationship

## Transformation Journey

As a part of integrating NetSuite's Dunning Letters SuiteApp, Forsys did the following:

- ➔ Created Dunning Letter Email Templates
- ➔ Updated the Payment Terms at Customer Level
- ➔ Updated the Dunning Procedure/Dunning Contacts at Customer/Invoice Level
- ➔ Verified the successful delivery of Email to the Dunning recipient with appropriate Dunning Level
- ➔ Enabled Dunning Pause Reasons (billing inaccuracy/ client request for other entities/ unclear language/ other reasons)
- ➔ Generated Dunning Letter DSO Report

## Impact

Forsys upgraded the Oracle SaaS applications to the latest Patch Release that enabled the customer with an ability to:



**Increase Account Receivables (due invoices) by 90%**



**Simplify the communications process and enhanced customer experience**



**Send payment reminders automatically at specified intervals based on account balance, invoice amount, or other criteria**



**Minimize bad debts and write-offs; improve collections and cash flow**



**Provide visibility into collections; enhances efficiency and productivity of collections staff**



**Increase collections by delivering consistent communications with customers**



**Create Professional dunning notices in multiple languages and currencies automatically**

## About the Client

The client, headquartered in Bengaluru, India, is a media company that uses technology to geo-target content and advertising on broadcast network feeds. The company uses technology, workflow, and tools to help its customers broadcast news feeds without any additional satellite transponders and fiber optic networks.

## Solution Components

NetSuite Application, Dunning SuiteApp