

Credit Management



An important intermediate station in the journey towards customer engagement



Departments that are in direct contact with customers, both face-to-face and digitally, are of significant value for customer satisfaction ratings. This also explains the eagerness to invest in technology and manpower for departments like the sales- and customer service departments. This is very important, naturally, but customer satisfaction and loyalty, also known as customer engagement, is a responsibility of the entire organisation. Therefore, this also applies to the credit management department, which is an important intermediate station in the order to cash process, where an organisation can truly make the difference.

FACTS & FIGURES

An organisation needs **12 positive experiences** to sway **1 negative experience**



62 percent of B2B customers bought more after a **positive customer experience**



66 percent of B2B customers did not return after a **bad experience.**



45 percent of consumers say a lack of interest in customer satisfaction is the biggest obstacle preventing companies from providing the ideal customer experience. Only **14 percent** of consumers believe it's inadequate technology.



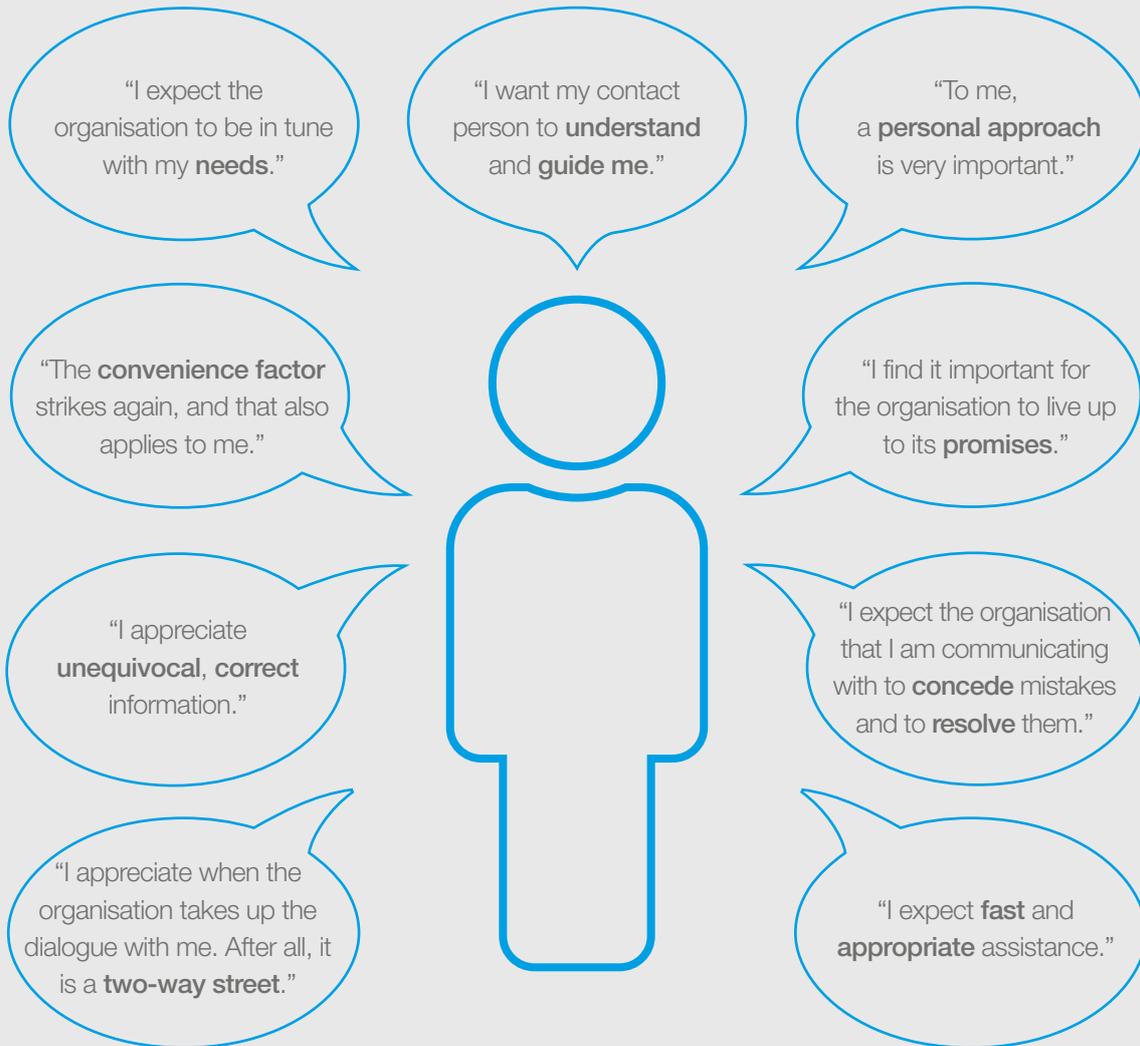
86 percent of those who receive a great customer experience are likely to repurchase from the same company.



Consistently achieving levels of customer satisfaction higher than the sector average is linked to better turnover growth, profit and employee productivity.



◆ TODAY'S CUSTOMER



◆ STEPS TOWARDS SATISFIED CUSTOMERS

1. Think of your debtors as a customer
2. Make an inventory of customer wishes and needs
3. Determine who your customer is, what he needs, what the risks are and how he likes to communicate
4. Provide personalised communication
5. Automate repeating tasks and have a real-time insight in the order to cash process
6. Focus on tailor-made and look at the personal situation of the customer



View every instance of customer contact as an opportunity to leave behind a positive impression, despite the customer's current predicament and despite the department that they are in contact with.