

“Credit managers can once again concentrate on their core duties”

Mark van Gorp – SWEMP Project Manager



SWEMP is a collaborative arrangement between five Dutch housing corporations; Staedion, Woonbron, Eigen Haard, Mitros and Portaal. The housing corporations decided to enter into this collaborative agreement when they realised they were all using the same ERP application and all have comparable processes. They joined forces to increase their strength and achieve harmony in their processes.

The corporations agreed that their ERP application lacked some credit management tools and collection functionality - such as scheduling options. In addition, the housing sector must be able to reach agreements and work with transparent workflows. SWEMP wants to ensure that their tenants are never evicted due to payment issues, an intention which makes it essential for them to maintain good relations with their tenants. Therefore, the corporation wanted to increase their professionalisation in this area, resulting in their decision to opt for credit management software. Mark van Gorp, SWEMP Project Manager, managed the implementation of Onguard's CreditManager.

MARK VAN GORP, PROJECTMANAGER SWEMP

- “The software works for us, supports us and helps us.”
- “Staff working with CreditManager can once again concentrate on their core duties.”
- “The software does the more repetitive work for us.”
- “Now that we use this software we don't need Excel lists anymore.”
- “Onguard's CreditManager helps us gain - and give - an insight into the processes. Other departments appreciate just how important credit management is for the cash flow.”

RESULTS AND BENEFITS

- Good overview of the work portfolio
- Readily measurable performance
- Repetitive tasks are automated
- Clear insight into activities requiring follow-up
- Transparent workflows



“Thanks to the software Excel lists are no longer necessary.”

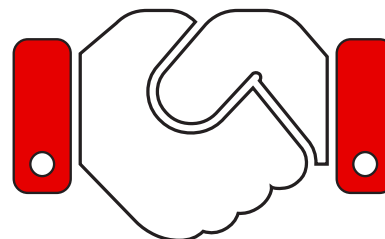
Mark van Gorp

LEARNING FROM EACH OTHER

“Together, we are stronger”, Mark van Gorp explains. The five housing corporations are engaged in similar everyday activities, including their credit management operations. They are coordinating their work and reviewing how they can standardise some of their processes. “Three of the five corporations are now using CreditManager, and we’ve made a lot of progress. Using the same system enables us to benchmark our performance and learn from each other. We are also working in a joint project team consisting of representatives from the SWEMP corporations and Onguard. Onguard gives us advice on the configuration of the processes, and all without detriment to the working methods and identity of the individual corporations. We’ve now been cooperating for more than two years, and switching was a great decision”, Mark van Gorp adds.

CREDIT MANAGERS AS MARKETEERS

SWEMP has been using Onguard’s CreditManager for more than two years, and the implementation is now in the process optimisation phase. The objective of the optimisation is to measure the successes and to gain insight into the portfolios the organisations need to conduct a successful collection policy. Mark van Gorp’s believes this can only be achieved when the credit managers act as marketeers: “tenants first come into contact with the credit management department when they can no longer pay the rent. The collection policy needs to focus on enticing tenants to keep up with their rent payments. Obviously, we never want to see a bailiff knocking on one of our tenant’s front door to serve a court eviction order: avoiding eviction is in the interests of both the tenant and the housing corporation. The software supports the staff in enticing tenants to pay their rent by giving credit managers timely warning of the need to contact a tenant. The credit manager then tries to find a suitable solution and maintain good relations with the tenant. Sometimes tenants are simply unable to pay, and then credit managers must reach a payment agreement. Making records of these agreements in the system is very simple. Our credit managers find that the software really does work for them, and that it supports their corporation’s operations and, consequently, their tenants - but all without dictating to them what they must do.”



WHY ONGUARD?

“As SWEMP is an arrangement between five housing corporations, we have to reach unanimous agreement on our software purchases. In 2015, we carried out a comparison of the products available on the market. After a lot of deliberation - and a visit to another organisation - we decided that Onguard’s CreditManager came top of the class,” Mark van Gorp explains. The actual collaboration began in 2016. “Although we needed some time to get to know each other, when we got cracking our collaboration proved to be highly agreeable. We are members of a joint project team, and we hold valuable discussions on configuration issues. As I always say, ‘There will always be obstacles, and some you simply have to overcome’. The most important things in a team are trust and calling each other to account when it’s necessary - and the teamwork between SWEMP and Onguard is absolutely perfect.”

