



“With CreditManager our credit and risk management procedures are rock solid.”

Tjaard van Komen – Credit Controller

Rotocoat’s mission is to provide corrosion-prevention solutions that extend the lifespan of steel constructions.

The company specialises in the hot-dip galvanising of steel and in applying protective powder coatings to (galvanised) steel, aluminium and stainless steel. These surface treatments enhance the appearance of steel constructions while providing lasting protection against the elements. Rotocoat has branches in Dieren, Heerhugowaard, Kampen and Wolvega in the Netherlands. They employ about 300 people and are part of the ROTO group. The four Rotocoat companies work in close partnership and handle the entire process, from applying the surface treatments to invoicing the customer. Rotocoat is a trusted partner and seeks to make life as easy as possible for its customers. Clear communication, reliable agreements, dependable delivery times, excellent quality and service and a high degree of flexibility all play an important part in enabling the company to fulfil its promise. The organisation also needs the right tools and resources.

#### RESULTS AND BENEFITS

- Fast and constant communication with the customer
- Clear user-defined workflows
- Reduced Days Sales Outstanding (DSO)
- Integration with other systems such as Exact.
- Automation of tasks frees up time for customer contact

#### TJAARD VAN KOMEN

- “CreditManager enables us to monitor customer payments in real time and identify negative changes in payment performance.”
- “The email function in CreditManager allows us to communicate efficiently with our customers.”
- “We have seen a significant reduction in our DSO since 2014.”
- “CreditManager is the main tool we use to ensure effective credit and risk management.”

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## HUMAN INTERACTION IS STILL VERY IMPORTANT

Rotocoat started working with CreditManager in 2014. Since then, Van Komen has seen a huge improvement: “CreditManager automates repetitive tasks, such as issuing payment reminders. We can see at a glance which invoices have been paid and which are still outstanding, so we always know the customer’s account status. The automation of certain tasks enables us to work more efficiently, so we can spend more time keeping in touch with our customers. Human interaction is still very important and makes a big difference. If, for example, we notice that a customer has not paid invoices that would normally have been paid, we immediately pick up the phone. We enquire whether there is problem and immediately try to find a solution. We note the information in CreditManager, together with any agreements and/or follow-up actions.”



## REPEAT CUSTOMERS ARE A VALUABLE ASSET

“We apply our credit management procedures to all new customers. Among other things we look at their revenue and decide whether we need to arrange credit insurance. We try to reduce the risks from the start, not only for ourselves, but also for the customer. We note this information in CreditManager per customer so we can always refer to it later if we need to,” says Van Komen. “At Rotocoat we like to be very methodical. We want to be able to deliver the consistent quality and service we promise our customers. CreditManager helps us do this.”

By making the best use of the software, we can quickly identify problems and solve them. For example, we can see where customers get stuck in the credit management process and take appropriate action. After applying our segmentation method, depending on the type of customer, we will either call or send an email. The software enables us to communicate with our customers individually so we can provide excellent service. It also means that our customers know exactly what they can expect from us. We are clear and professional in our communication and always stick to our agreements, so our customers keep coming back. And repeat business is a valuable asset.”

Credit Controller Tjaard van Komen is responsible for credit and risk management at Rotocoat and handles it together with a colleague. A few years ago the Credit Control department concluded that its existing software did not always provide the customer experience it aimed to deliver. So, in 2014, Rotocoat decided to switch to Onguard’s CreditManager. Van Komen was closely involved in supplier selection and implementation and uses the software daily.

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### WHY ONGUARD?

After an extensive selection process, Rotocoat decided to go with Onguard's CreditManager: "Our previous accounting package only supported standard features. To ensure the ongoing professionalisation of our company, we needed a software package with integrated scheduling, follow-up actions, workflows and communication options. CreditManager met all our needs so we decided to purchase it. We discussed our requirements with Onguard and they implemented the software in stages. After testing and fine-tuning, we were able to start working with CreditManager. Onguard provided excellent support and we can still contact them if we have any questions. One of the main benefits of CreditManager is that it can be tailored to our needs. The software is easy to work with and we are satisfied with its performance. Of course, we still have needs and requirements, but Onguard is very flexible and always finds a solution.

"Before we partnered with Onguard, one of our goals was to ensure that our credit and risk management procedures are rock solid. Now they are!" says Van Komen.

