



Rein In Receivables

## Keats Case Study

### Key Benefits

- ▶ 20% reduction in outstanding debts within first week
- ▶ Majority of overdue accounts paid after first or second reminder letter
- ▶ Significant reduction in time chasing debtors
- ▶ Easy to implement, simple to use
- ▶ Seamless integration with Xero software



Keats Accounting is a family friendly business offering high quality, specialised accounting and taxation services for individuals and businesses in the Bayside area.

The firm was first introduced to IODM in 2015 when the MD, Damian Arena, came out to do a demonstration of the software. The immediate response from administration staff was, "Wow! What a Godsend!".

Director Sam Keats said, "Damian answered all of our questions and shortly after, our staff were trained and we went live with IODM. We were keen to get the system up and running and we've not been disappointed. Within the first week alone there was a 20 per cent reduction in outstanding debts."

"The beauty of IODM is that the letters are already saved as templates within the program which it then integrates with all of our overdue debtors straight from Xero," Sam explained. "It's very simple and straight forward to use, and the IODM team has been great with any questions we've had along the way."

"Since introducing **IODM** we've found the majority of overdue accounts are paid. Within the first week alone there was a **20 per cent reduction in outstanding debts.**"

"Since introducing IODM we've found the majority of overdue accounts are paid after either the first or second reminder letter, with very few proceeding to collection stage."

"And the use of SMS and/or email reminders has been a great way of providing reminders to those clients who are unable to take calls."

"Using IODM means that we can manage our debtors in a very quick and efficient manner and allows us to spend our time focusing on the more important things, such as our clients," Sam said.