



# CREDIT & COLLECTION MANAGEMENT

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RENTOKIL INITIAL OPTIMIZES  
CREDIT & COLLECTION MANAGEMENT  
WITH ONGUARD

# IMPROVING THROUGH AUTOMATION



Rentokil Initial is one of the largest business services companies in the world providing Pest Control, Hygiene and Workwear services. It operates in over 60 countries and has a large customer base providing services to small business and multinational companies.

Until recently, their credit collections were predominately managed via excel spreadsheets, with little efficiency, and no ability to track performance. But in the summer of 2014, Rentokil Initial decided to deploy the OnGuard Credit & Collection solution, and has since seen great improvements in credit control and cash collection, more efficient processes and more effective actions towards different customer types.

## WHY ONGUARD?

When looking for a Credit and Collection Solution, Trisha Haughey, Group Finance Development Director at Rentokil Initial, knew that a starting point was making sure that the solution covered the basic credit and cash collection functionality, i.e. cash allocation, credit management, collections management and complaints management. With OnGuard, they found a solution that covered that and more. Today, they have taken credit and collection to the next level and have a solution that allows them to:

- Articulate credit and collection strategy and support its implementation.
- Segment customers and set up specific approaches for various customer groups.
- Handle end-to-end credit and collection processes.
- Increase efficiency by spending time on value-adding tasks and getting more done.
- Streamline processes across entities.

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**We had a requirement for a standard tool to improve our credit control and cash collection, says Trisha Haughey, Group Finance Development Director at Rentokil Initial. We specifically wanted a tool that could automate as much of the process as possible, provide action lists for our credit control colleagues, and allow us to vary our dunning cycle dependent on the customer type.**

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## KEY BENEFITS

### USER-FRIENDLINESS

From the very beginning Rentokil Initial was impressed with the user-friendliness of the OnGuard solution. “The OnGuard solution is very easy to use by the collectors. It is clear that it is specifically designed for this purpose”, says Trisha Haughey. This is a big help in the daily work with customers for the Collectors, who found that the underlying ERP and its general processes did not enable same efficiencies.

Danny Paalvast finds that “What is really unique, is how the OnGuard tool visualizes status and required actions. It is easy to see quickly the status and what needs to be done.”

### AUTOMATION

Today, Rentokil Collectors benefit from a great level of automation. “It feels like we have turned Credit and Collection into a production line. The basic stuff can be managed more easily and Collectors can just hit the phones”, says Trisha Haughey. And Danny Paalvast, Bill to Cash Process Manager at Rentokil Initial, adds that “We have achieved such a high level of efficiency now that our collectors can manage many more accounts if they have high volumes... Alternatively they use the freed up time to perform more basic tasks or “go deep” with specific customers.”

This automation is enabled by OnGuard because it can be setup to plan you actions according to your company processes, and in turn present this actions to Collectors in a “collections dashboard” so they every day know exactly what has highest priority and can easily see status and situation for the specific customers.

This means you don't have to invent thresholds and actions anew for each case and prevents non-effective actions – you “do not lose track”.

## ADAPTABILITY

While OnGuard on the one hand allows for a higher level of consistency, it remains also very adaptable to the company's business processes, allowing them to set up their own parameters and make them fit their business and processes, rather than the other way around.

This is doubly important for international companies that have to deal with different dunning cycles and payment terms from country to country. The OnGuard solution can be set up to allow for local country or subsidiary differences. Being an experienced hand in the area, Danny Paalvast even has the audacity to find that "It can be fun to see the different dunning cycles in various countries. And we can set up OnGuard to support the local differences we feel are important"

## REPORTING CAPABILITIES

The OnGuard solution supports extensive reporting. While an ERP can give you all the financial data and information on the financial side, OnGuard gives better statistics about the effort spent and the response and results expected from the Credit and Collection work and allowing collectors to set up and adjust credit policies whenever necessary. OnGuard allows to perform deeper reporting and analysis through relevant measurements and KPIs. Trisha Haughey finds that "It is just very beneficial to have all this information in one tool".

With the OnGuard tool it is easy to visualize status and required actions. It provides a graphical interface, with timelines, action icons rather than just plain text.

## RESULTS FROM IMPLEMENTING ONGUARD

Although it is still early days, Rentokil Initial has started to harvest the benefits of implementing the OnGuard solution to supplement their Microsoft Dynamics ERP:

- **In December 2014, after working with the OnGuard solution for just 6 months, they registered the lowest DSO in 2-3 years, dropping 5-6 days overall.**
- **They are today managing higher volumes with same number of people and in some countries with even fewer people.**
- **There is improved accuracy of allocation and reconciliation**

# WHAT'S NEXT?

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The PIPOL logo is displayed in white, bold, uppercase letters on a solid blue square background. The letter 'O' in 'POL' is stylized with a horizontal line through its center.

Would you like to hear more about how we can help you optimize credit and collection management? Contact us at [MarketingTeam@pipol.com](mailto:MarketingTeam@pipol.com)

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