CASE STUDY

CUSTOMER INFORMATION

Our customer is a Europe based expert collections partner for Online Travel Agents (OTAs). For many years our customer has been the trusted and valued collections partner for several large online hotel booking companies. Company's entire procedural infrastructure is based on the collection of overdue commissions invoices. They have collected outstanding bills from hotels in more than 100 countries worldwide. All their dunning letters are readily available in 35 languages and, they can rely upon the support of a strong network of local collection agents which are all connected to their Salesforce based collections platform.

CHALLENGES/BUSINESS NEEDS

The largest travel agents (HRS, Booking.com etc.) are dealing on average with over 500.000 hotels signed up to its booking portal. There is a high volume of daily financial transactions with hotels in literally any place in world. Despite the growth of payment processors (Pegasus, Onyx, WPS, etc.) automating the commission payments, many relatively small invoices remain unpaid. Collecting these bills can be a very inefficient and cumbersome process due to communication, administrative, and language issues at the hotels.

In order to fulfill the process, they need to send notification letters to debtor. There is a 4 stage process for with different letters for each stage. Each notification letter needs to be repeated for the entire debt file they process in multiple languages.

Along with the above challenges they also needed a solution for multi-currency support since they worked with more than 100 countries and wanted to have the information reconciled in their corporate currency which is Euro.

- Notification Stage (1/4): Sending Debt Notification + Invoice Copies.
- Contact Stage (2/4): Collections Calls + Demand Letter + Interest Charge
- Warning Stage (3/4): Final Letters (3/4 + 4/4) + Late Payment Fees
- Escalation Stage (4/4): International Assignment to MDI Local Partner.

SOLUTION

Salesforce.com was implemented for the recommended approach our customer follows for the debt collections. Along with other regular configurations and customizations visual force pages were used to develop the functionality required for mass emailing of multiple debt files with multiple languages and templates making the process smooth, easy and efficient.

Lots of business logic went inside for the solution but for the end user it was just a nice and clean UI interface which did the trick.

Advanced currency management feature of Salesforce along with required configurations and customizations were used to overcome their multi-currency woes.

BUSINESS RESULTS

After proposed solution the customer was easily able to send multiple debt files with option of template selection to debtor. They were also able to reconcile all the financials to their corporate currency for easy reporting.