

See how your customers are paying at a glance

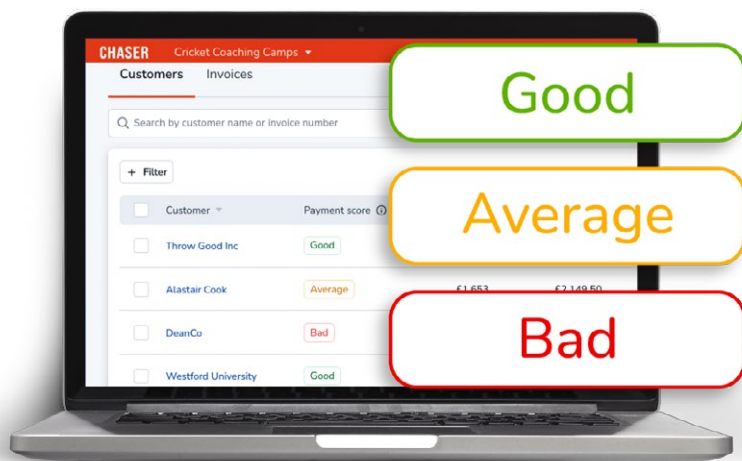
We know that being specific and tailored in your approach to collecting customer payments typically leads to faster payments. When it comes to improving your accounts receivables process and getting paid faster, treating all your customers in the same way will not yield the best results.

Studies show that by segmenting your customers based on payment behavior and tailoring your follow-up approach accordingly, you can significantly reduce collection times.

But understanding your payer behavior isn't straightforward. It takes into account how they are paying now, how they have paid in the past, and predicts how they will pay in the future. This is no quick task for an already-busy finance team.

Now, you can use Payer ratings in Chaser to see, at a glance, how your customers pay you. Payer ratings use machine learning, analysing your customers' payment behaviour over time to determine whether they are a good, bad, or average payer.

Payer ratings mean you can understand your customer payment behavior instantly. This will help you and your finance team tailor your collections approach and identify areas where you can improve your accounts receivable management and follow up process.



"It's a no-brainer! Chaser has completely revolutionised how we manage credit control within our organisation. It is easy to use and is helping us to get ahead of potential problems and collect cash faster. I can't rate it highly enough. And on top of that we have received excellent support and customer service from Chaser's support team."



Camilla Walley
Executive Assistant
Journey



Prioritise effectively

At a glance see which customers are most likely to pay you late, and who you should focus on following up with first



Reduce non-payment risks

Avoid doing future business with bad payers by assessing their Payer rating before extending credit



Save time

Instantly identify problem accounts without the need for additional reports and tools



Improve customer experience

Avoid bombarding good payers with unnecessary additional follow-ups



Optimise your follow up approach

Easily group customers based on their Payer rating and use different follow up approaches tailored to their payment behavior



Improve decision making

Get clear insights on your payer's behaviour when adjusting their credit limits, or deciding whether to use debt collections

How to use Payer ratings in your receivables process



Segment customers and tailor your follow-up approach

Easily tailor your follow up approach based on customer payment behavior. Ensure you are persistent and proactive when chasing payments from bad payers, and avoid bombarding good payers with too many reminders.

Customers can be grouped based on their Payer rating as good, bad, or average, then entered into appropriate chasing schedules.

Furthermore, bad payers can quickly be identified to help decide which customers to call first, or which accounts to hand to debt collections.



Assess and adjust credit limits

Are you extending large amounts of credit to a customer who might not pay you back? Offering your customer the option of lines of credit as a payment method is a great way of opening up new business opportunities and increase the sales from existing customers. But, granting too much credit to customers that are unable or unwilling to pay on time can be damaging to your business's cash flow.

Customers who are likely to pay late or have poor payment habits can easily be identified with their bad Payer rating, and credit limits can be reduced accordingly. Additionally, when customer accounts move into a good Payer rating, this is a quick indication that their credit limit should be revisited and could be increased.



Track your accounts receivable team's progress

How many good payers do you have? Are your team effectively tuning bad payers into good payers? Understand how effective your receivables process is by using Payer ratings.

By seeing if bad payers are decreasing, increasing, or staying the same, you can track the performance of your accounts receivables process. You will be able to identify areas of improvement and make data-driven decisions about how to improve your accounts receivable process and results.



"Very happy from the start. Helpful onboarding team, easy to implement, and very happy with the results, reducing our debtor days from 60 to approx 24 in a matter of months."

Ravi Kesari, Director at Wren Accountancy Services Ltd



Chaser helps businesses get paid sooner with its all-in-one accounts receivables automation platform, debt collections and accounts receivables services. Users can credit check, monitor debtors, chase late invoices via SMS and email, collect payments, recover debt and reconcile accounts, all in the same platform. By sending automatic and deeply personalised payment reminders, the software and service provider effectively gets invoices paid on time without losing the human touch. To date, Chaser has helped users chase over USD 30 billion in overdue invoices. Chaser was named B2B Supplier of the Year at the CICM British Credit Awards (2022), won Best Use of Technology at the Credit Awards (2022), was Xero's 'App Partner of the Month' (August, 2021), and the Accounting Excellence 'Cloud App of the Year' three years in a row (2017, 2018, and 2019).

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