

Leading Developer and marketer of software products for inbound marketing, sales, and customer service.

The company's products and services aim to provide tools for customer relationship management, social media marketing, content management, lead generation, web analytics, search engine optimization, live chat, and customer support.



Key Challenges



Human Capital

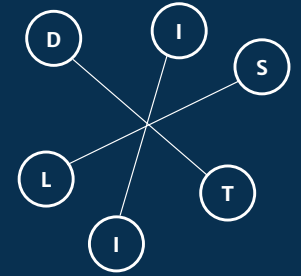
The rapid scale-up in their business required a focussed team to manage their day-to-day AR function.



Process & Operations

On time completion of activities
Cost Optimization and scalability

The Pierian Edge



Our expertise in managing AR helped achieve the following:

- Reduce DSO by 25 to 30% and benchmarked it to Industry standards
- Total AR managed has consistently increased during the engagement necessitating steady increase in team size
- Continuous monitoring, quality check and control, SLA Tracking and reporting through completion logs enabled on time completion of activities

Started as a data entry process for AR, today we closely work with client in efficiently managing the AR collection and invoicing process.

Key Outcomes	Areas of Impact
<p>Process Streamlining</p> <p>Pierian’s accounting team engaged with the client’s functional heads to understand the process, identified areas of improvement and deployed focussed team to streamline the process.</p>	<p>ACCOUNTS RECEIVABLE PREDICTABLE CASH FLOWS REPORTING KPI</p>
<p>Improved Quality & Timelines</p> <p>Constant engagement with the client and monitoring KPIs and SLA’s, deployment of Quality Check team improved quality and timeliness.</p>	<p>ACCOUNTS RECEIVABLE TAT KPI INDUSTRY BENCHMARKING</p>

Overall Business Impact

Accounting team helped the client on a day-to-day basis to identify avenues for standardization and improvements. Bettered the cycle time for Accounts Receivable – accounting and reporting process which resulted in better collection management and cash flow.

About us

Since its inception in 2002, Pierian has moved from strength to strength, building newer capabilities powered by its unique DISTIL Approach. Today, Pierian stands tall as the knowledge-centric consulting and solutioning partner.

Over the years, our dynamic team has worked with some of the Fortune 500 Companies and innovative start-ups in the wide areas of its expertise, spanning diverse industry verticals. We support our clients in working smarter and achieving accelerated growth through process transformation, digital technology enablement, and analytics-driven business insights.

Information about how Pierian collects and uses personal data can be provided by our executives. For more information about our organization, please visit our website.

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