



Ruud Strunk, Carlson Wagonlit Travel 'Insight translates into savings'

Carlson Wagonlit Travel has a worldwide network of offices and the mission to provide its customers with excellent service at a competitive price. Global purchasing strength makes affordable rates possible. OnGuard provides structure to credit management and, as a result, helps monitor the thin profit margins.

Results

- DSO reduction by 8 days
- Credit day score under 30 days
- 1 FTE reduction
- Performance monitoring on KPI's
- Quick and clear reporting
- Structure in history
- Ability to charge interest

Ruud Strunk, Credit Manager Carlson Wagonlit Travel

- 'During the seven years we have been using OnGuard, this solution has grown along with the demands of our organisation.'
- 'Thanks to a positive approach and transparency, credit management is primarily viewed as an opportunity at CWT.'
- 'The credit management department is extremely pleased with the user-friendliness and flexibility of OnGuard.'
- 'Since OnGuard makes the history of each customer transparent, it is extremely easy for the staff to take over each other's work.'

Ruud Strunk:

'Keeping a close eye on all relevant aspects of credit management is the key to success.'



Integrated credit management

Strunk: "To ensure optimal credit management, CWT uses a comprehensive palette of resources, ranging from credit acceptance and credit insurance to interest levies. During the seven years we have been using OnGuard this solution has grown along with the demands of our organisation. Keeping a close eye on all relevant aspects of credit management is ultimately the key to success." Many organisations are familiar with letters in which customers unilaterally change the payment period to 60 or even 90 days. Strunk: "This is not something we accept since it would make it impossible to sustain our profit margins. That is why our credit day score, the payment schedule for the customer, is still less than 30 days. And that is something we are proud of. Of course, it does take more effort to maintain this and we need to stay razor sharp. At a time when newspapers are filled daily with bankruptcy notices, I can proudly say that we have not experienced a single one in the past year."

Risk management

Strunk: "If we foresee a default risk, the deal does not go through. Our Sales Department has never seen an agreement that didn't pass through the Credit Management Department first. Our business partners are categorised into monitoring profiles based on the balance between risk and yield. Allocating a risk profile is not a one-time action at CWT. Strunk: "We continue to monitor even those we've been doing business with for many years. These customers simply end up with a different monitoring profile. Sometimes we come to the realisation that credit loans are no longer worth the risk. At that point, we can still consider the option of credit card payment. But, if worse comes to worse, we terminate our relationship with the customer."

Results and reports

"We are grateful for the reporting options offered by OnGuard and it takes very little time to gain an overview of the results. These results encourage all employees involved throughout the organisation, from the staffs of the Credit Management, Sales and Complaint Management Departments to the Board of Directors. CWT uses a number of KPI's for performance monitoring that are based on OnGuard reports. Thanks to a positive approach and transparency, Credit Management is primarily viewed as an opportunity at CWT.

User-friendliness

"We have four credit controllers in the department and each of these four ladies has her own customer portfolio. The department is extremely pleased with the user-friendliness and flexibility of OnGuard. The composition of the history is considered the most valuable function of OnGuard, one that is indispensable. Since OnGuard makes the history of each customer transparent, it is extremely easy for the staff to take over each other's work. The department can be viewed either as a whole or per employee.

International pilot

The success of the CM Department at CWT Holland has not gone unnoticed internationally. The Dutch Credit Management approach using OnGuard software as already served as a pilot for other countries on several occasions. CWT Belgium, Spain and Germany have now also installed OnGuard. More intense collaboration on an international level has definitely become a goal. Strunk: "I'm satisfied with the credit management results, but will continue to focus on improvements. This means that I closely follow all OnGuard innovations and new functionalities."