



Catherine Bradford,
Linden Foods

'OnGuard helps us
manage our tasks
accurately'

Linden Foods is a market leader within the Northern Ireland fresh meat processing industry, sourcing and processing top quality beef and lamb. The company which is part of the Linden Food Group currently services a wide range of retail multipliers, their dedicated convenience food manufacturers, and the wider meat packing industry in UK and Europe. By providing excellent products and first class service, close working relationships have been established with all their customers as the company continues to grow.

Results & benefits

- Possibility to segment different categories
- Reduced DSO by 18%, from 40 to 34 days
- Increased communication with our customers
- Preservation of historic records
- Excellent training
- Intuitive and flexible user interface
- Professional Service Centre

Catherine Bradford Credit Manager Linden Foods

- 'When I came across OnGuard, I realised that was the tool I needed to bring into the business to help.'
- 'The team can start up each day with a detailed planning.'
- 'Our DSO reduction of 6 days is an excellent achievement and has been ongoing month on month.'
- 'The communication between credit controllers and our customers has increased.'
- 'We can lift up the phone and call the OnGuard Service Centre with any queries that we have at any time.'

Catherine Bradford:

'It did not take Linden Foods long to see the results that OnGuard could give the business as a whole.'



Structure

Catherine Bradford, Credit Manager at Linden Foods:

'Linden Foods has varied customers and ledgers and credit management can be quite a task. Too much time was spent on a day to day basis trying to structure everything. When I came across OnGuard, I realised that was the tool I needed to bring in to the business to help. An important feature for us is that OnGuard can spread out the different categories that we have and can risk categorise the different customers into various collections activities for our credit controllers. Because we have five ledgers we were looking for a software solution that could help us monitor this in an appropriate way. The work can be spread out between the credit controllers, so they can start up each day with a detailed planning.'

Results

'It did not take Linden Foods long to see the results that OnGuard could give the business as a whole. We reduced DSO by six days, from 40 to 34 days average. Which is an excellent achievement and has been ongoing month on month. We also notice that the communication between credit controllers and our customers has increased. OnGuard helps us to make sure that everything is being managed accurately and keeps historic records of all activity that is required between the credit controller and the customer.'

Support

Bradford: 'From the moment we decided to bring OnGuard on board the mutual contact was very good. The training of our staff was excellent. The professional training, intuitive user interface and flexibility of the software ensure that our controllers are confident working with OnGuard.'

And if necessary we can lift up the phone and call the OnGuard Service Centre with any queries that we have at any time. I've worked in credit management for ten years now and I'm very pleased that I can utilise OnGuard now throughout Linden Foods. OnGuard has made life so much easier.'