



## Natalie van den Hoogen, Sodexo 'Realised turnover is not yet paid turnover'

The Sodexo Group is the largest international On-site Service Solutions organisation in the world. Sodexo is stock market-listed and employs 380,000 people at 34,000 locations in 80 countries throughout the world. In the Netherlands, there are 1300 locations with over 5900 day-to-day employees working in a wide range of companies, government authorities, learning institutions and care settings, offering services in the field of landscaping, building management, security, cleaning, fleet management and restoration.

### Results

- Insight into complaints
- Workflow offers structure
- Visible results within 4 months
- Saving of 1 FTE
- Insight into actions of colleagues and the team
- Perfect compatibility with SAP

### Natalie van den Hoogen, Head Debtor Management Sodexo

- 'Customer Intimacy is high on the agenda at Sodexo.'
- 'The OnGuard philosophy, where business contacts are treated like customers instead of debtors, immediately appealed to me.'
- 'It is good that we do not have to choose between SAP and OnGuard. Both applications are compatible with each other and complement each other.'
- 'The automatic workflow in OnGuard results in regular contact with customers.'
- 'OnGuard fulfils our aim of handling debtors in a individual and customer-friendly manner.'



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### Innovation and relationship

'The fact that 'Debtors' is often given insufficient attention, motivated me to do something about it', states Head Debtor Management, Natalie van den Hoogen.' Previously, debtor administration was carried out at four different offices; centralisation allowed us to manage the debtor portfolio in a more effective and efficient manner. After a while, our own system was no longer suitable for managing debtors. SAP, the system that streamlines all finances, is a great accounting system and contains various possibilities for overseeing Credit Management. However, the volume and business values at Sodexo are more demanding. The OnGuard philosophy, where business contacts are treated like customers instead of debtors, immediately appealed to me. After all, the main thing is to establish long-term relationships and not to focus on short-term objectives'.

### Overview

Van den Hoogen manages a team of four employees who are responsible for debtor management. The objective is to offer customers the same contact person wherever possible, certainly per project or per dispute, for example. 'At the same time, everyone must be able to access all areas and it must be easy for me to obtain a clear overview. I see our team as a spider in the organisation web, because things are not just restricted to Sales.'

### Authorisation and registration

Sodexo regards complaint registration as a very important aspect, considering that invoices involve many authorisation levels. Van den Hoogen: 'If a dispute was encountered, it took a lot of time to identify exactly where the problem was located. The registration feature in OnGuard has freed up a lot of time and offers great convenience. One of our future objectives is to further automate this process using OnGuard DCMS. We would thus like to incorporate the entire authorisation structure.'

### Design

Van den Hoogen regarded designing the software as

an intensive experience, which was also enjoyable and useful: 'You are forced to register everything and think twice about the consequences of each step. Even I, as an 'average computer user', was able to deal with application management. Further, it was just a case of starting to work with the software; and the results that were witnessed after only three or four months provided extra motivation. After six months to a year, I started to think about optimisation and greater detail.'

### Not versus but with SAP

Sodexo has more than 15,000 debtors and an appropriately large volume of daily invoices. It is good that we do not have to choose between SAP and OnGuard. Both applications are compatible with each other and also complement each other. SAP will remain the leading option as far as administrative data is concerned. OnGuard is used for debtor management and complaint registration.

### Customer Intimacy

There is currently great need for customer focus, but how far should one go as a supplier? The automatic workflow in OnGuard results in regular contact with customers. Van den Hoogen: 'This helps to create a solution-oriented collaboration. You discover that it is better to unify certain debtor numbers in a particular company, customers inform you about the types of overviews they prefer and whether they prefer contact via letter or e-mail. This creates a good relationship with customers – a real partnership. You won't always agree, but simply adopt a transparent approach and get things sorted out!'

### Future

Sodexo operates on the world stage and is stock market-listed. Besides the regular reports, bi-annual audits are carried out by the head office in France. The results Sodexo Netherlands has realised using OnGuard have immediately caught the eye. In the meantime, Sodexo Belgium and Italy have also introduced OnGuard and evaluations are ongoing in a few other countries.