



« Thanks to Sidetrade solution, we are targeting zero non-payments and a 10% reduction in our DSO »

**Jérôme Heraud**  
Credit Manager, GROUPE LEADER

### ► CHALLENGES

- Optimising the customer dunning process
- Reducing DSO\* by 10% and targeting zero non-payments
- Sharing information with the sales teams
- Making teams more aware of risk

### ► KEYS TO SUCCESS

Introduced in 2014

- Sidetrade Network, a web based platform to effectively manage customer collections
- Euler Hermes Intelligence by Sidetrade, a unique customer risk management application to control credit insurance policies

### ► RESULTS

- Automation of customer dunning
- Improved collaboration between the finance and sales teams
- Greater responsiveness in regards to high risk customers and late payments
- Renewed commitment by the teams to customer risk issues

\* DSO: Day Sales Outstanding

## GROUPE LEADER INCORPORATES SIDETRADE SOLUTION TO MANAGE ACCOUNTS RECEIVABLE

Groupe Leader is an established name in recruitment through its flagship brand Leader Intérim, posting revenues of €300 million. With a network of 100 recruitment agencies in France, the company has become the third largest independent temporary staffing firm. It is ISO 26000 certified; a mark of quality and high standards that is reflected in its efforts to optimise its accounts receivable management.

Groupe Leader turned to Sidetrade solution to improve its collection performance.

« Non-payments account for 0.15% of our revenues, » revealed Jérôme Heraud, Groupe Leader's Credit Manager, whose goal is to cut this in two or even three. The company has long had credit insurance with Euler Hermes.

« We found out a customer was high-risk when he didn't pay, » recalls Jérôme Heraud. This was a problem, as Groupe Leader faced a 60% turnover in its customer base, two thirds of which comprised of SMEs .

« We had neither the time nor the resources to really get to know all these new customers and measure their financial strength. And yet, these were generally the companies with the most payment problems. We thus needed to reorganise our accounts receivable management process in order to incorporate both risk and collection. »

## AUTOMATED CUSTOMER DUNNING MANAGEMENT

Before choosing Sidetrade, Groupe Leader looked at all the software within the industry. The key element that secured the deal for Groupe Leader was the unique partnership between Sidetrade and Euler Hermes.

#### ABOUT SIDETRADE

Sidetrade, a public company, provides business solutions dedicated to Financial Customer Relationship Management. Sidetrade's market-leading solutions are complimentary to ERPs, accelerate cash-flow generation and enhance profitability by reducing overdue payments and securing customer risk management. With sales in 65 countries, the group brings value to over 81,000 users in companies of all sizes and industries to collaborate effectively through the Sidetrade Cloud.

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## CASE STUDY



*« With Sidetrade, our teams receive a level of support we haven't seen anywhere else. Our relationship goes beyond a mere sale, with support throughout the project and this has continued since the solution was implemented. It is a serious advantage! »*

Jérôme Heraud  
Credit Manager  
GROUPE LEADER

*« EH Intelligence by Sidetrade automates the retrieval from Euler Hermes of all our credit insurance contractual terms and conditions, »* explains Groupe Leader's Credit Manager. *« We can immediately see our approval levels and our Euler Hermes coverage and hence our risk exposure. This solution, which is integrated into the Sidetrade Network accounts receivable management platform, then automatically defines the dunning scenarios based on the risks identified. »*

Within a few months of implementing the Sidetrade solution, Groupe Leader saw its DSO\* consolidate. The company ultimately hopes to gain eight days of cash.

## A NEW BOOST FOR THE CONCEPT OF CUSTOMER RISK

The roll-out of Sidetrade solution across the agencies was welcomed by administrative staff. *« It is more intuitive, smoother, simpler, »* notes Jérôme Heraud. *« Sidetrade Network defines each person's customer dunning workload on a daily basis. »* On top of organisational and efficiency gains, Groupe Leader's Credit Manager notes a change in mentality throughout the company. *« Adopting a new solution has given us an opportunity to rekindle curiosity surrounding the concept of risk. Employees rediscovered the importance of collection. It is thus a lever we've used to implement new procedures, breathe life into campaigns to raise awareness about customer risk. »*

The virtuous circle established by Sidetrade solution has in particular given the Credit Manager a renewed business sense. *« We have re-established a true working relationship with the field, »* says a delighted Jérôme Heraud. *« Credit insurance is part of the business, and it is the number one concern of management. Thanks to the responsiveness of EH Intelligence by Sidetrade, our sales teams can now quickly find out if the customer is covered. This makes it possible to ease relationship between HQ and the field. »*

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