

ATOMIC
ENERGY DRINK

“Some customers wait for a payment reminder to pay”



Crist'l Kuylen

Kabost is the exclusive distributor and promoter in Belgium of Atomic High Energy and now also Salitos, a flavoured beer with low alcohol content. Since 2007 Kabost works with the CashflowByWeb application from Delta Point OCS for debtor follow-up. This application makes it possible to communicate in a structured way by internet about customer payment practices.

Crist'l Kuylen: “Administratively, we are a small group and are always busy. We really have too little time for careful, structured follow-up of debtors. Therefore we wanted to run a test with CashflowByWeb from Delta Point OCS. It is always difficult to change habits, but we immediately saw results. Customer communication using CashflowByWeb ensured that our customers’ amount due decreased substantially faster within a short time. Previously, our customers paid an average of 75 days after receipt of the invoice. Today that is 37 days on average, on billing terms of 30 days. That is an enormous improvement. We have renewed the contract with Delta Point OCS.”

How do you use CashflowByWeb?

“We enter the outgoing invoices into a file, tick off the payments precisely and leave the rest of the follow-up process to Delta Point OCS. Most of the customers respond almost immediately to the payment reminder. Originally we were uneasy about it. We are a family business and have a very close relationship with our customers. We wondered whether we would upset that relationship by communicating more quickly about overdue invoices through an outside party. But our apprehension has turned out to be totally unfounded. Some customers just wait for a payment reminder to pay.”