Cobra Electronics: Improving AR Exception Processes

Our Customer

Cobra Electronics

Leading global designer and marketer of communication and navigation products recognized for delivering innovative and award-winning products.

The Problem

Exception handling process was impacting collections

Dealing with customer billing questions often took multiple calls and required searching for and assembling sales order related documents from many areas. The result was that payments were prolonged causing a negative effect on cash management.

The challenge was resolve customer inquiries in one call. What they wanted was a means to search and instantly access all sales order related documents - bills of lading, credit memos, sales orders – regardless of where they resided in SAP. Additionally, there was a need to access customer related non-SAP documents that are covered under their Sarbanes Oxley (SOX) policies.

The current process was to manually key in all order information, handwriting SAP document number of each document, making a copy of each Sales Order, filing the sales order copy, and then sending them for scanning and indexing using the SAP Assign then Store archiving scenario.

They envisioned that part of any new solution would include replacing their homegrown imaging system with one that provides a proven foundation for managing all customer order related documents as well as have the flexibility to scale to other business process areas.

The Solution

Document Navigator and Output Solution to search, select and batch SAP and non-SAP documents for distribution

After extensive analysis of their issues, Dolphin implemented the Advanced Navigator and Output solution. It enables searching across all of SAP, once, to find sales orders and related documents.

The Company now has the ability to select and assemble in one batch all documents in question and immediately email them in PDF format to their customer in real time for discussion.

Every Sales Representative (SR) has a complete 360 degree view of all sales order related documents at their fingertips and can engage with customers to answer inquiries and resolve disputes on the spot.

The Results

The Document Navigator selectively enables instant printing, faxing or emailing of any documents in question.

In addition, the outdated imaging system was replaced so that scanning is done upfront. SR's will enter data in SAP, attach and scan a barcode. The barcode creates the link to the sales order providing access from within SAP within a few hours.

The Document Navigator affords batch output for all documents and allows them to quickly collect, view, and email any collection of these documents while talking to the customer on the phone. This eliminates time wasted searching, printing, faxing and delays created by following up at another time. Because the billing documents in question can be discussed and resolved in the initial call, faster payment is expected. In addition, the Company now has a clean audit trail of all documents that they provided.

Results…

- Faster Order-to-Cash cycle – 3 days to minutes

- Reduced Days Sales Outstanding

- 50% reduction in time to resolve collection issues

- 360 degree perspective from desktop

- Increased productivity

- Improved Customer Satisfaction

- Mitigated Risk

- Facilitated Compliance with secure document retention

- Implementation was completed in 37 days with very little IT resources required

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