



*Automated  
Collection Tools  
Driving Timely  
Payments*

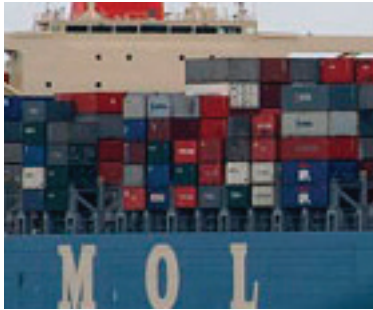


## Customs House Broker Automates its Account Receivable Collection Process

A/R Connection and QuickBooks has made the in-house collection of Beja Customs Brokers accounts receivable easy and effective.

**“Using A/R Connection has generated more cash to invest back into my company and has further optimized our staff productivity by taking the most hated task off the shoulders of my employees.”**

**David Beja  
President  
Beja Customs Brokers**



### SUCCESS STORY

Beja Customs Brokers

### AT A GLANCE:

**Customer:** Beja Custom Brokers

**Location:** Lilburn, GA 30047

**Industry:** Custom House Brokers

**Business Challenge:** Collecting Accounts Receivable

**Solution:** Using an automated web-based tool, designed to encourage payments through multi-messaging customers about their past due bills.

**Results:** Within two months collected a substantial amount of the outstanding receivables with many over a year old and now operates with an average age of no more than 30 days past due.

### Customer Profile

Beja Custom Brokers is a Customs Broker for international freight. The entire process from freight arrangements, customs clearance, tracking, and insurance can be managed for clients, whether by air, ship, truck or rail. All US ports are serviced. Beja typically manages over 300 shipments per month, from partial containers to entire ships.

### Business Challenge

As Beja manages all aspects of a customer's shipment, multiple expenses are incurred on the customer's behalf. Items such as freight charges, customs duties, insurance and more require up front payment and Beja bills clients for these fees in addition to their own service charges. Prompt payment by clients is not only essential to make a profit, but late payments on external fees actually cause negative cash flow.

When clients pay late, Beja loses money. Most clients pay quickly, but there is always a certain percentage who take 90 days or more to refund outlays as well as pay our service fees.

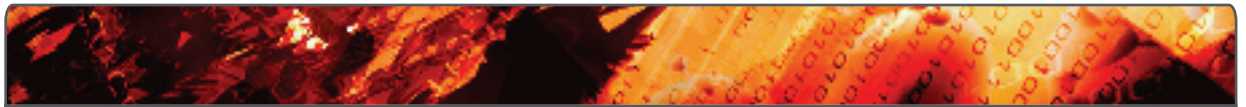
In-house efforts proved to be sporadic, time consuming, and produced mixed results at best. Collection agencies had produced minimal returns on our seriously past due customers. Our business had embraced technology in a number of ways, yet our collections process had not evolved in years.

### Solution Overview

Over the last several years, our business constantly updated and improved both efficiencies and technologies to help propel us to become one of the most efficient and productive customs house brokers in the industry. Our invoicing system worked well... when clients paid as expected. The challenge came when the few did not make timely payments.

As a relatively small company, we attempted to “share” the burden of calling and otherwise contacting past due clients to encourage or demand payment. This was most employees least favorite task. It often produced minimal results and distracted employees from their main tasks, generating income for the company or managing existing client relationships.





## SUCCESS STORY

Beja Customs  
Brokers

### Solution Overview (continued)

We tried a few collection agencies over the years as well, and although the burden of the collections task was relieved, we had even worse results as to collecting on debts.

Through research and our own experience, we had come to understand that "multi-messaging" delinquent customers had far better results than sticking with one method of contacting customers, such as phone calls or snail mailed invoices. We also learned that consistent messaging produced far better results than sporadic phone calls or occasional dunning notices. Perhaps our customers had imagined we forgot about their past due bill? All this can be quite time-consuming, until we discovered A /R Connection.

This web-based tool is automated and it's a breeze to use. We manage our accounts through QuickBooks, and use the A/R Connection plugin, so with a click on the A/R Connection menu icon all customer data is automatically uploaded.

We also customized a few of the included templates and let the system do the work. The message content and type of message (call, fax, email, or letter) can be assigned by the age of the receivable. You can also choose the frequency of the messages (for example every 2 days or every week).

The system then automatically sends out the messages based on your parameters. A/R Connection is flexible enough to allow for ever increasing tone and language in the messages sent - going from gentle reminders to aggressive tone and language as time passes.

### Business Benefits

Within less than two months, we collected a very substantial amount of our past due invoices using the A/R Connection system. Many had been outstanding for well over a year and all had received our usual collections methods. Our ROI was immediate and in fact the monthly cost is far, far less than any other method used to date.

Manually collecting past due bills was time consuming and produced minimal results. Outsourcing to a collection agency had even worse results. Remarkably, the easiest system - one that is largely automated and managed in-house proved also to have the best results.

Collections used to require 40 "man-hours" a month. This takes less than half an hour a month to manage. We get better results and save quite a bit in payroll to boot.

### ROI

**Monthly ROI achieved in first day of the month. AR Connection brings a quick and constant return.**

**"What surprised me most was that A/R Connection not only enabled us to collect our past due accounts, but it has also helped us to encourage all of our customers to pay on time."**

**David Beja  
President  
Beja Customs Brokers**

### FOR MORE INFORMATION VISIT:

**A/R Connection**  
[www.arconnection.com](http://www.arconnection.com)

**QuickBooks**  
[www.quickbooks.com](http://www.quickbooks.com)

**A/R Connection and QuickBooks Financial Software work together to help simplify and expedite your billing and collections process. QuickBooks Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.**

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