



GROWING COMMUNICATIONS AND TECHNOLOGY PROVIDER SIMPLICITY GROUP IMPROVES FINANCIAL OPERATIONS WITH KOLLENO

ABOUT SIMPLICITY GROUP

Simplicity Group specialises in fully managed communications and technology solutions for businesses throughout the UK and Ireland. Headquartered in Belfast, they deliver first class vehicle CCTV and telematic solutions and telecommunications systems for SMEs. However, as their operations expanded, Simplicity Group recognised that manually handling their accounts receivable wasn't conducive to scaling further.

CHALLENGE

Prior to utilising Kolleno, Simplicity managed all of their outstanding invoices through excel, then manually created a task list and tracked the action items. Viewing what had previously been actioned or what communications had occurred was cumbersome and manual.

As the volume of invoices grew, tracking invoices and knowing when to escalate items became close to impossible. To regain time and focus on core services and growth, Simplicity needed a solution to efficiently track outstanding invoices and automate outbound communication for effective collections.

“Since implementing Kolleno, we have a much higher level view of our debt position. We can understand and identify issues much quicker, create a plan of action, and escalate items when needed to ensure a seamless and efficient process.”

Oli Quantrill

Financial Director, Simplicity Group

SOLUTION

Seeking a solution, Simplicity Group chose Kolleno for its seamless integration with Xero, no-code workflows, and automated task manager. These features streamlined their collections, related communications, and task management. Moreover, by leveraging the logical conditions and event triggers of the workflows, Simplicity Group was able to automate their collections process at a granular level.



“Kolleno stood out with how customisable their workflows were, enabling us to intelligently manage debt collection at both the customer and service levels. Given our multiple revenue streams, our business needed tailored communication for different customers and services.”

Oli Quantrill, Financial Director, Simplicity Group

RESULTS

- 10 hours saved every week through automation
- 28% reduction in median days outstanding with Kolleno
- 90% of invoices collected within 30 days overdue

Kolleno's ability to centralise Simplicity Group's financial and customer data was critical. Simplicity gained complete visibility into customer invoice statuses and utilised it to optimise and streamline their collections through the no-code workflows.

But beyond the direct impact of Kolleno on Simplicity's collections, Kolleno's automation saved the finance team 10 hours weekly on average, previously spent on manual follow-ups.

INTEGRATION AND ADAPTABILITY

Kolleno's integration with Xero transformed how Simplicity Group manages their accounts receivable. With just one click, the platform linked directly to their system, providing instant centralised financial data and automation capabilities.

Through this live integration Kolleno ensures Simplicity's financial operations run smoothly and without interruption by accessing all their financial data in real time.

CONCLUSION

By implementing Kolleno, Simplicity Group has managed to streamline and optimise their accounts receivable process. As a result of the improved collections and time saved through automation, the finance team has been able to redirect their efforts and focus towards more strategic activities.



Company Snapshot

Company: Simplicity Group

Location: London, United Kingdom

www.simplicity.group

Kolleno.

Partner Name: Kolleno

Location: London, United Kingdom

www.kolleno.com