

## Schedule payment reminder letters to your debtors in the post

Have you ever experienced a debtor who ignores your emails, you can't reach them over the phone, and despite your best efforts chasing them up, you simply haven't been able to reach them?

Unfortunately, this situation is more common than you may think. 87% of businesses say they are typically paid late (Chaser), and 7.5% of all invoices issued end up being written off as bad debts (Sage) despite businesses' efforts to get them paid. This slows down your ability to bring in revenue, and can seriously damage your cash flow.

This is why you need a tool that ensures your payment reminders are seen, increases the sense of urgency, and lets your debtor know you mean business when it comes to getting paid.

Research shows that 90% of postal letters get opened, while emails achieve an average open rate of just 20% (Zipdo). So to ensure debtors see your payment reminders and reduce late payments, supplement your email chasing with postal letters.

Although extremely effective, Chaser understands that writing and posting letters is time-consuming. This is why you can now schedule automated, personalized payment reminder letters to your debtors on the times and dates that you choose in Chaser.

Increase the sense of urgency around payments with your debtors to ensure you're paid on time and protect your revenue. Schedule automated reminder letters in the post today.



### Save Time

Send payment reminders in the post without any manual work. Automate personalized payment reminder letters and schedule them to be posted to your debtors at the intervals you choose.



### Let debtors pay you instantly using QR codes

Automatically insert QR codes in your letters that link to your debtor's Chaser Payment portal. Debtors can scan and pay instantly from their phone, view all invoices, and choose between payment options.



### Add urgency in debtor communications

Send your debtors personalized letters in the post that convey a sense of urgency, formality, and prompt debtors to pay.



### Ensure your reminders get seen

Catch your debtor's attention by sending a payment reminder letter. Mailed letters have an open rate of 90%.



### Full visibility over what has been posted

See which customers have been sent letters in their Chaser event history, view a PDF copy of the letter, and check the letter's status.

"Very happy from the start. Helpful onboarding team, easy to implement, and very happy with the results, reducing our debtor days from 60 to approx 24 in a matter of months."



Ravi Kesari, Director  
Wren Accountancy  
Services Ltd

“

## Key capabilities



### Automatically posted letters

Ensure debtors see your payment reminder letters without spending any time writing or posting them. Pre-write your Letter templates in Chaser, schedule postal reminders relative to the invoice due date, and let Chaser handle the rest.



### Multi-channel approach

Maximize your chances of getting your payment reminders noticed, and receiving payments promptly by scheduling automated reminders across multiple channels. Schedule phone calls, SMS, email, and postal letter payment reminders in one comprehensive tool.



### Personalize every letter automatically

Customize your letters with automatic personalization fields (like business name, address, due date, invoice amount). Use fully editable letter templates that reflect your normal language and style of communication with customers, and use your branding and logo.



### Add instant payment link QR codes to your letters

Link customers to their Payment portal to make instant payments within letters. Insert QR codes that link customers to their custom Payment portal where they can access multiple payment methods, view invoices, and download relevant documentation.

## Start using Letters in Chaser in 3 simple steps

### Automatically posted letters

**1. Create a Chaser account**

Start using Chaser for free (no card details required) for 10 days at [chaserhq.com/signup](https://chaserhq.com/signup).

**2. Review your Letter templates**

In your Chaser account, navigate to 'Manage' then 'Templates'. Select the 'Letter' option and edit the existing templates if required.

**3. Add a Letter to your chasing schedule**

In your Chaser account, navigate to 'Manage' then 'Schedules'. Select a schedule, click the '+' icon, and select the 'Letter' option, and add your letter template.

Chaser helps businesses get paid sooner with its all-in-one accounts receivables automation platform, debt collections, and accounts receivables services. Users can credit check, monitor debtors, chase late invoices via SMS and email, collect payments, recover debt and reconcile accounts, all on the same platform. By sending automatic and deeply personalised payment reminders, the software and service provider effectively gets invoices paid on time without losing the human touch. To date, Chaser has helped users chase over USD 30 billion in overdue invoices. Chaser was named Xero App Partner of the Year (2023), won Management Today's 'Best use of innovation in business' Award (2023), was named B2B Supplier of the Year at the CICM British Credit Awards (2022), and won Best Use of Technology at the Credit Awards (2022).

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