

## Call your debtors directly in app for simplified collections

Late payments are a common challenge for businesses globally, particularly impacting SMEs. A striking 87% of businesses experience late payments (Chaser, 2022), leading to severe repercussions, including the closure of approximately 50,000 UK businesses annually, as reported by the FSB.

Chaser, the market-leading accounts receivable solution, is committed to helping businesses combat late payments. Utilizing Chaser's receivable automation software, including email and SMS payment reminders, has enabled businesses to collect over USD 7.6 billion dollars in 2023.

Yet, some situations require a more direct approach, and timely collection calls can be crucial in securing payments and resolving issues efficiently.

Chaser's in-app phone calls feature lets you easily connect with debtors directly. With just a click, you can make calls from the app, bypassing the hassle of juggling multiple systems or separate phone contracts. Debtor calls are recorded within Chaser, so you can ensure no detail is missed.

This seamless integration into your Chaser subscription means no extra costs for additional phone services. By simplifying debtor communication, you're not just making calls; you're efficiently enhancing your cash flow and accelerating invoice payments.



"It's a no-brainer! Chaser has completely revolutionised how we manage credit control within our organisation. It is easy to use and is helping us to get ahead of potential problems and collect cash faster. I can't rate it highly enough. And on top of that we have received excellent support and customer service from Chaser's support team."

Camilla Walley, Executive Assistant, Journey

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### Improved efficiency

Effortlessly complete and manage collection calls with a single click directly in chaser, streamlining your communication process and saving valuable time.



### Get invoices paid faster

Chaser's in-app phone call feature makes it easy to phone your debtors about outstanding invoices. This increases the chances of invoice payments and helps your businesses improve cash flow.



### Improve your customer relationships

Build stronger relationships with your customers. Personalized collection calls can create a more human connection, making it easier to understand and address your customers' concerns or issues. This helps in fostering trust and loyalty, which is key for long-term business success.



### Streamline and reduce cost

Simplify your billing by integrating call costs into your Chaser subscription, avoiding the need for multiple contracts and reducing overall expenses.



### Increase your visibility

Gain insight into your receivable communications. Every call and its outcome are recorded within Chaser, providing a transparent and complete view of your debtor interactions.



### Automate your call reminders

Never miss a call with automated reminders. Set up your call schedule in Chaser and get timely reminders. This ensures consistent follow-up and saves you the hassle of remembering every call.



## When to use Chaser's in-app phone calls in your receivable process



### To resolve complex issues

Certain financial matters can be too complicated to effectively resolve through emails or texts. Complex queries about invoices, disputes over charges, or specific payment arrangements require a level of detail and clarity that is best achieved through a real-time conversation. Phone calls enable quick back-and-forth exchanges, allowing for immediate clarification, negotiation, and problem-solving. Recorded calls will help you easily keep track of details like timelines and payment promises, meaning faster dispute resolution.



### If your debtor fails to respond to email and SMS payment reminders

When customers are unresponsive to email and SMS payment reminders. For instance, if you have sent your customers 5 reminders and they are all being ignored, a phone call can serve as an effective prompt. It can be easier to ignore an email or SMS compared to a phone call, and this direct interaction often breaks barriers and initiates a dialogue that might have been delayed or ignored otherwise.



### In urgent situations that demand immediate attention

In time-sensitive scenarios, such as impending deadlines or urgent financial reconciliations, the immediacy of a phone call is unmatched. In these cases, waiting for an email response or SMS acknowledgement could mean missed opportunities or escalated issues. The ability to communicate swiftly and make decisions on the spot is crucial, and phone calls facilitate this rapid interaction, ensuring timely action and preventing potential financial setbacks.



"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 at Wren Accountancy Services Ltd

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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 in 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 B2B Supplier of the Year at the CICM British Credit Awards (2022), won Best Use of Technology at the Credit Awards (2022), was Xero's 'App Partner of the Month' (August, 2021), and the Accounting Excellence 'Cloud App of the Year' three years in a row (2017, 2018, and 2019).

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