

“FinancialForce.com has been a seamless bolt on to the Salesforce platform enabling voxclever to invoice over 1,200 clients in half a day”

James Farnworth – Financial Controller, voxclever

## Success Story

voxclever is the UK's fastest growing IT and telecomms company. Formed in 2009, the business already provides IP and communications services to 4,000 SMEs and over 20,000 users.

The company started trading in July 2009 and chose Salesforce.com to manage its large virtual office business. It was essential that the business was supported by a solid CRM system that would integrate with the service delivery platform to ensure the best customer contact and service.

### FinancialForce Accounting completed the business cycle

Salesforce CRM became the central business management system for voxclever very quickly, as the company focused on delivering the best customer service possible. “We wanted an accounting system that we could easily bolt on to the Salesforce CRM system to automate and optimize processes for the benefit of our customers and our business efficiency,” said James Farnworth, Financial Controller at voxclever. “FinancialForce Accounting was the only system that could offer that and came with a sophisticated level of functionality that we knew would support our rapid development plans. We now have a system to capture the full cycle of business activity from generating leads to managing opportunities and closing sales.”

### Invoicing is Now an Efficient Process

In many companies, billing is a manual and laborious process consisting of rekeyed information and a mixture of detached spreadsheets and custom databases. These inefficiencies can cause billing mistakes, bottlenecks at month end, long order to cash cycles and lead to lower customer satisfaction.

FinancialForce Accounting streamlined the invoicing process by using information already held in Salesforce CRM - so there was no need for manual rekeying or complex integrations. Our users were able to create an invoice directly from any opportunity, support case or other billable activity captured in Salesforce at the click of a button.

## Customer Profile

### Company:

voxclever Ltd.

### URL:

[www.voxclever.net](http://www.voxclever.net)

### Company Size:

Medium sized business

### Industry:

IT & Telecomms

### Results:

- Shortened billing cycle by more than 99%
- Constant and accurate view of customer activity
- Improved customer service as a result of process improvements

Because FinancialForce.com customer records were built with salesforce.com account objects, time delays and process friction were eliminated from the order to cash procedure. The bills were generated from CRM sales transactions and posted directly into the FinancialForce Accounting single ledger. As a result, invoices were generated quickly and accurately, eliminating time delays, billing disputes and work backlogs at the end of the month.

### **A Scalable Accounting System, for a Growing Company**

Using FinancialForce Accounting, voxclever was able to manage bulk invoicing and cash management electronically from a single system and currently manages payments from around 1,200 customers a month.

“We have grown rapidly and are confident that FinancialForce Accounting will continue to grow with us,” James said. “In addition to our virtual office offering, we deliver telephony and IT services, so cloud computing makes sense for us and the dispersed nature of our sales people out in the field. Deals are closed remotely but the information is captured instantly and invoicing is automated.”

Initially, voxclever was operating from 35 different sites which each had two people, an admin and a manager, manually processing invoices. It would take those two people one day per site to complete the monthly billing cycle which would have become more complex and unwieldy as the company grows. Cloud computing has negated that problem and company-wide billing now takes over half a day with little manual intervention.

“As well as saving time billing customers, using the FinancialForce.com cloud accounting application means that invoices are accurate,” James adds. “We avoid any painful disputes with customers which means they are very happy with the service they receive and we have shortened payment settlement times.”

### **Management Team Receives Timely and Accurate Data**

The cohabitation of sales and financial data in one system also means that voxclever’s management team has a constant and accurate view of customer issues and outstanding payments, expected revenue and who their most profitable customers and most popular services are. By running reports and dashboards on a day to day basis from the system, they can be as assured as possible that they are managing the business as effectively as possible. “It’s been relatively simple to achieve, but something that a lot of companies have historically struggled with using traditional software,” says James. “The benefits of cloud boil down to the fact that there is no rekeying into the system, error rates are reduced radically and our processes are tight. How many companies can say that? FinancialForce Accounting has been a seamless bolt onto the salesforce.com platform.”

“We now have a system to capture the full cycle of business activity from generating leads to managing opportunities and closing sales.”

“Company-wide billing has been reduced from 140 man days to around half a day due to the minimal manual intervention that is now involved.”

“The benefits of cloud boil down to the fact that there is no rekeying into the system, error rates are reduced radically and our processes are tight. How many companies can say that?”