The Challenges

When managing credit risk and collecting cash, too many solutions, data sources, and processes (including Excel), create a complex environment for AR professionals to work in. There are numerous challenges facing AR teams today, including:

- The complexity and lack of functionality take up too much of a precious commodity—time.
- In an ever-changing world, with an ever-increasing number of actions and tasks to be completed, AR professionals can be overwhelmed and have a hard time determining what matters most and what their priorities are.
- Key actions can be late or overlooked with so much to do impacting performance. Struggling for clarity and focus, AR professionals’ productivity and morale are negatively impacted.
- Managers have difficulty understanding and measuring workload and prioritization of actions for individual team members and the team as a whole.
- With the addition of work from home and hybrid working practices, the complexity for managers has grown, with less visibility, control, and time to make decisions.

PEOPLE OPERATE PROCESSES TO ACHIEVE RESULTS

PEOPLE
Using intelligent automation will immediately reduce manual work by 25%. Plus, BlackLine’s solution monitors adherence to payment commitments, so an additional 10% of time is saved because you don’t have to check if customers have paid as promised.

PROCESS
Automated touchless dunning and collection processes allow your team to leverage their skills and expertise to focus on what matters most—engaging with customers to collect cash and making decisions on extending credit.

RESULTS & PERFORMANCE
Measure key activities that drive outcomes with the ability to monitor and evaluate user performance.

Enable self-performance analysis and overall team performance with functionality to measure workloads, productivity, and successes.

Measure forward-looking performance, rather than just historical performance, plus gain the ability to quickly change direction to ensure performance objectives are achieved.
How BlackLine Raises the Bar to Overcome Challenges & Improve Performance

**ADVANTAGES FOR TEAM LEADERS AND MANAGERS**

- **Review and understand workload** for each user in real time, based on number of accounts with and without outstanding actions, aged debt profile, number and value of disputes, and number of accounts on stop, all in one dashboard.

- **Quickly and easily review** tasks actioned and outstanding with the ability to prioritize actions, in real time, to ensure desired performance is achieved.

- **Review segmentation at any time** and review existing resources against customer accounts. Build in a new distribution of work in draft mode before issuing to the team.

- **Re-align tasks based on availability** of staff (for example, due to illness or holidays) without altering overall account ownership.

- **Monitor and evaluate performance** with dashboards showing what and when actions are performed and if they are successful.

**BENEFITS FOR TEAM MEMBERS**

- **Time:** get 35% of your time back with automated prioritization of tasks and calendars.

- **Focus:** by working hand in hand with the touchless dunning in the collections management solution, team members can manage exceptions and focus on key customer accounts.

- **Clarity:** have confidence that the actions in the dynamic to do lists are the ones that matter most and will drive maximum results.

- **Results:** self-monitor and evaluate performance and understand how to impact outcomes and measure current workload.

- **Improved Morale:** maximize time and confidence in what matters most to drive the desired results and achieve satisfaction from contribution to success. Team members are empowered with evidence of their contribution towards success recorded in the system.

Why a Unified Platform is Critical for Team & Task Management (Some Examples)

**Cash Application**
As payments are received and applied to a customer’s account, any outstanding actions (such as a promise to pay) are removed from the credit controller’s to do list, removing the need to check if a customer has paid when promised.

**Collections Management**
All actions required of the controller from the collection strategies and recovery sequences are automatically flagged into the team and task solution. As a result, all actions are shown, and the prioritization is ready for the credit controller.

**Credit & Risk Management**
Risk data alerts can be sent to credit controllers for actions and/or awareness. Any management review of the customer base which requires urgent action can be automatically added to a credit controller’s to do lists.

Now is the Time to Raise the Bar in Accounts Receivable with BlackLine Unified AR Solutions.
For more information, please visit [https://www.blackline.com/team-and-task-management](https://www.blackline.com/team-and-task-management)