



ADVANCING THE WAY THE WORLD  
PAYS, BANKS AND INVESTS™

# GET SMART. GET PAID.

Smarter credit-to-cash. Stronger results.

## CASE STUDY

# CROWLEY MARITIME: IMPROVING CASH FLOW AND BREAKING RECORDS

### Business challenges

- Manual processes for reviewing credit applications and reports
- Disparate data that blocked visibility into customers and slowed down work rates
- Inefficient collection processes
- Wasted time and resources

### Solution

- Automated credit-to-cash processes
- Centralized credit data, applications and reports
- Intelligent collections processes
- Faster and more collaborative dispute resolution

### Results

- The ability to score a portfolio, assign a risk score and update credit limits – within minutes
- More time and better information to focus on calling riskier accounts
- Clear visibility into the latest status of each account and better tracking and reporting of key metrics
- Improved cash flow with DSO and past-due A/R reductions

With the latest version of GETPAID,  
Crowley Maritime has dramatically  
reduced key metrics:



**“We’re not just automating and applying workflow across collections. We’re also making sure that we have that credit risk element that minimizes our bad debt.”**

Lisa Whitehead, Director, Credit and Collections,  
Crowley Logistics

# GETPAID to the rescue

A \$2 billion marine solutions, transportation and logistics company, Crowley Maritime was bogged down by manual processes across its credit and collections department. To address all of this, the company implemented FIS' GETPAID solution in 2014. **It saw a drastic improvement in past-due A/R, DSO and operational efficiencies.** However, as those gains flattened out, leaders decided to re-evaluate their processes and technology usage.

Their decision? To become an early adopter of GETPAID version 8.7. The project, which launched in 2018, centralized credit-to-cash as well as collections within GETPAID and had a dramatic effect, automating processes and blasting through Crowley Maritime's KPIs.

**“With GETPAID, I have the credit risk portfolio, the dispute resolution portfolio and collections with standardized processes all within one system.”**

Lisa Whitehead, Director, Credit and Collections, Crowley Logistics

Before	CREDIT	After
Credit managers had to print or scan credit applications, send them down to imaging and file them.	→	Credit applications and credit data reports feed directly into GETPAID.
They received credit reports via mail and had to call each reference.	→	The team can push a button to contact a reference. The reference information feeds back into GETPAID to help create a credit score card.
With disparate data, the team lacked visibility into the credit risk within each account.	→	All of the credit data for each account is held within GETPAID.

**Result: The team can score a portfolio, assign a risk score and update credit limits – all within minutes.**

Before	COLLECTIONS	After
Collectors managed 4,000-5,000 accounts on spreadsheets and manually typed in their notes which made it hard to easily find the history of an account.	→	Collectors contacted accounts that were going to pay anyway while not touching accounts with smaller invoices.
The prioritization process consisted of sorting accounts by the amount owed.	→	Each account is placed into collectors' queues based on its risk grade.
There was no visibility into accounts.	→	Collectors immediately see which accounts need to be contacted.
Collectors contacted accounts that were going to pay anyway and didn't have time to touch accounts with smaller invoices.	→	GETPAID automatically contacts less risky accounts. Collectors can focus on riskier accounts, using company-branded templates to speed up the collections process.

**Result: The team can prioritize and call on high risk accounts, helping lower DSO and reduce past-due A/R.**

Before	DISPUTES	After
Staff tracked disputed invoices on spreadsheets.	→	Staff can segregate disputed invoices and dispute only one portion of the invoice, allowing the rest to be paid.
They emailed or faxed each other about the disputes, making it difficult to look into or keep track of the root cause of each dispute.	→	Workflows automatically notify relevant teams, who can then work with the customer to quickly resolve the dispute.

**Result: The team can collect on undisputed portions of invoices and reduce dispute cycle times.**

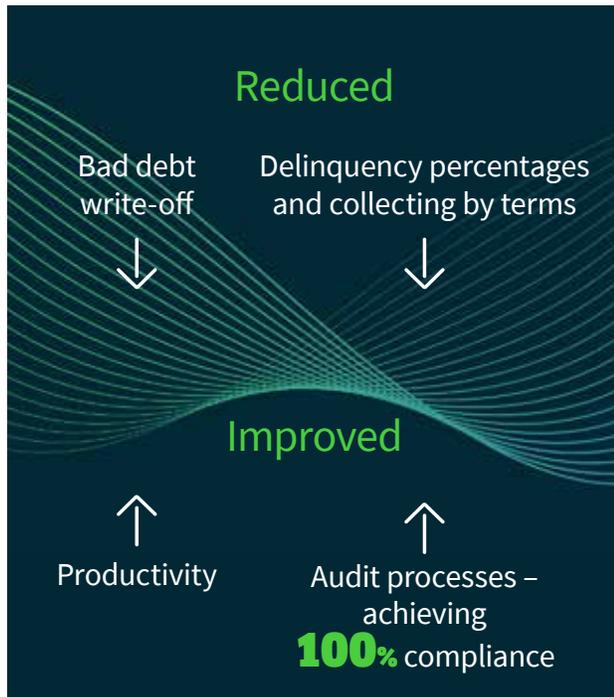
# Modernizing with advanced technology

With the upgrade to GETPAID 8.7, the team has pushed itself even further. The new version features the exchange web service (EWS), which manages and stores 400-500 emails per day and improves visibility into the status of each account. Because the team can send and receive emails within GETPAID, all communications are attached to each account. The EWS also helps with the dispute management, promises to pay and even audits.

GETPAID's new write-up form stores and tracks each credit review, and the team can access data and documents from multiple sources as part of the review process. This has helped improve operational efficiencies and visibility into the credit reviews.

On the dispute side, the team leverages a payables spreadsheet that includes multiple promises to pay and disputes from a customer's remit. This eliminates manual data entry and also improves visibility into the account details.

And the new version's advanced search functionality and dashboard capability further improves the tracking and reporting of key metrics for past due percentages, DSO and bad debt reduction.



**“Because we’ve been able to provide better processes and automation with GETPAID, we’ve maintained our headcount reduction and capacity percentages and our DSO has continued to drop year-on-year – even through our increase in business.”**

Lisa Whitehead, Director, Credit and Collections, Crowley Logistics



**Crowley Maritime Corporation received a TMI Award for Innovation & Excellence Corporate Recognition Award for Best in Class – Collections.**

## About Crowley Maritime

Crowley Maritime Corporation is a U.S.-owned and operated marine solutions, transportation and logistics company providing services in domestic and international markets through four operating lines of business that encompass Puerto Rico/Caribbean liner services; Latin America liner services; logistics; marine contract solutions; deep sea petroleum transportation; and petroleum transportation, distribution and sales in Alaska.

Today, Crowley has more than \$2 billion in annual revenues and approximately 5,300 employees. It maintains a fleet of 200 vessels, consisting of RO/RO (roll-on-roll-off) vessels, LO/LO (lift-on-lift-off) vessels, articulated tug-barges (ATBs), tugs and barges. Its land-based facilities and equipment include terminals, warehouses, tank farms, office buildings, trucks, trailers, containers, chassis, cranes and other specialized vehicles.

## About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.

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