Client Story

Scaling sustainably with smarter accounts receivable automation

Keen Footwear achieves world-class accounts receivable performance and $2.1M in headcount deferral with GETPAID™

Client profile:

Keen Footwear, founded in 2003 and headquartered in Portland, Oregon, is a family-run leader in the sustainable footwear market, designing shoes for adventurers, workers, outdoor enthusiasts and water-loving customers. Tim Cain is the Senior Director of Global Credit & Collections. He's been at the company for six years.

The challenge:

By 2018, Keen was growing fast, adding dozens of new customers every month. But its credit and collections operations hadn't kept pace. The team relied heavily on Excel spreadsheets, paper statements and manual invoicing to manage a rapidly expanding customer portfolio. As volumes climbed, so did the strain on a 10-person U.S. credit team trying to maintain high service standards while chasing payments, resolving disputes and generating reports.

Keen needed an electronic solution that could automate front-end account management, streamline back-end dunning and statement delivery and scale alongside the business. Without it, the company risked compromising customer service, accuracy and the operational efficiency required to support continued growth.

The solution:

Keen selected FIS® GETPAID™ in 2018, deploying both the collections and disputes modules from the start. The decision came down to three factors: best value for the implementation investment, the strongest efficiency gains among competing solutions and the strength of the relationships built with the FIS sales and implementation teams.

GETPAID integrates directly with Keen's SAP ERP system, continuously syncing credit and account data so

At-a-glance

Objective

Automate accounts receivable operations to scale collections, improve forecasting and reduce bad debt during rapid customer growth.

FIS solution

GETPAID

Results

As a private company, Keen made a deliberate choice to reinvest efficiency gains into customer experience - not cost cutting.

- Automated workflows ensure consistent, timely communication
- Credit teams focus on meaningful customer interactions vs. administrative work
- Large, complex customers (e.g., major retailers) are managed proactively with faster dispute resolution

Improvement seen:

- Forecast variance reduced from 15% → 5%
- 0.01% bad debt (world-class performance)
- $2.1M headcount deferral
- Top 20% aging performance

Impact

GETPAID has become indispensable to Keen's credit operation, enabling the company to support aggressive growth, sustain customer service quality and align AR efficiency with its broader sustainability and operational goals.

"FIS GETPAID has been almost an angel for us with regards to this efficiency. You couldn't grow as fast as Keen was and still maintain a high level of customer service on the back end."

– Tim Cain

Senior Director of Global Credit & Collections, Keen Footwear

the team can prioritize the accounts that need the most attention. The platform centralizes customer logs, disputes, conversations and contact history – capabilities Keen's previous setup couldn't deliver. It also automates dunning sequences, scheduling the right contact at the right time through the right channel as accounts move through aging buckets.

The implementation itself set the tone for the partnership. Keen's IT team described it as a minimal, smooth process, well below the disruption most enterprises brace for during a system rollout.

"FIS GETPAID has been almost an angel for us with regards to this efficiency," says Tim Cain, Senior Director of Global Credit & Collections at Keen. "You couldn't grow as fast as Keen was and still maintain a high level of customer service on the back end."

Ongoing partnership:

Nearly eight years in, the relationship continues to deepen. Quarterly conversations with the FIS team keep both sides aligned on Keen's evolving business strategy and product road map. When technical issues arise, FIS handles them quickly and professionally with minimal downtime. As Keen prepares for an upcoming SAP HANA upgrade, FIS is already engaged to ensure GETPAID continues to support the business through the transition.

The depth of FIS' AR expertise has shaped how Keen's team operates day-to-day. GETPAID's reporting gives leadership visibility into the inputs that drive results. It tracks the number of calls, emails and reconciliations each credit rep is making across their portfolio. When outcomes slip, the data points directly to the cause, whether it's volume of touches or the content of customer conversations. That insight enables Keen to course-correct quickly and keep performance on track.

The results:

With GETPAID, Keen has built a leaner, sharper credit operation that outperforms peers despite operating with half the staff it once had.

Cash forecasting accuracy has tightened dramatically, moving from a 15% variance window pre-GETPAID to roughly 5% today. Aging metrics have improved as the team prioritizes the right customers at the right moments. And bad debt has dropped because delinquent accounts don't slip through the cracks. Once invoices cross 30 or 60 days past due, automated contact sequences kick in with the right cadence and messaging to drive resolution.

Disputes with large customers are monitored continuously and brought to resolution faster. The collections team uses GETPAID as its primary daily tool, while SAP remains the financial system of record, a clear, complementary division of labor.

Keen Footwear delivers world-class AR performance, with bad debt at just 0.01% of sales, well below industry benchmarks. This is driven by a disciplined cadence of customer outreach and strong relationship management. They also rank consistently in the top 20% of peers for aging performance, with GETPAID enabling precise targeting of high-risk accounts. The impact is tangible: the $2.1M FTE savings is a deferral of additional headcount while the privately owned company is rapidly expanding in an International market.

Learn more

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