

Automating and Streamlining Collections With UserTesting

CASE STUDY SMARTCOLLECTIONS

MAY 2022

The logo for UserTesting, featuring the word "User" in a white speech bubble and "Testing" in a white sans-serif font, set against a dark blue background with a globe and data charts.

UserTesting®

SETTING THE STAGE

As a fast-growing technology company with several thousand customers, UserTesting had a largely manual collections and dunning process as each customer's invoices were processed by hand.

As a result, the finance team was inundated with hundreds of invoices per month, slowing down the invoicing process considerably and lengthening the amount of time that UserTesting received payments, negatively impacting their Days Sales Outstanding.

THE DETAILS

- SaaS-based platform for UI and UX testing
- HQ in San Francisco, CA
- 500+ employees
- Offices in 4+ countries
- Sage Intacct

The rapid growth, while exciting, meant that UserTesting could not adequately support the business unless they added headcount for the manual work, which meant less investment in other business priorities.



INTRODUCING AUDITORIA

Auditoria® SmartCollections SmartFlow Skills are now on the front lines of dunning, taking care of thousands of UserTesting customers. Auditoria's collector SmartBots automatically collect and process millions of dollars each year in customer invoices while providing real-time visibility into key metrics and cash flow positioning. Now instead of a collections agent having to review invoices manually, Auditoria instantly drills down at either an invoice level or at an account level for all collections-related interactions to accelerate and scale the collections process.

With Auditoria, UserTesting has seen a double-digit percentage reduction in month-over-month accounts receivable balances and almost immediate improvement in Days Sales Outstanding of more than 10%, allowing them to reinvest that cash back into the business to support increased growth.

FAST FACTS

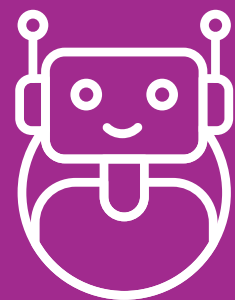
- Initial deployment took 20 minutes
- Full rollout 35 days faster than planned
- 10%+ reduction in AR balances
- 10%+ improvement in DSO

Additionally, UserTesting increased predictability and immensely improved accounts receivables productivity with Auditoria® SmartCollections. While most processes were manual before implementing Auditoria, UserTesting now completes three to four times the amount of tasks, giving finance teams time back to focus on business growth priorities, bringing additional value impact to the team.

AUDITORIA® SMARTBOTS

Purpose-built for finance, Auditoria® SmartBots integrate with systems of record and act as a system of engagement to dynamically prioritize worklists, streamline dunning notices, classify customer accounts and handle helpdesk inquiries to generate data that provides key insights into cash performance.

SmartBots send courtesy notices and dunning based on communications cadences set to specific account criteria and at specified intervals to maximize collections efforts and streamline correspondence, saving countless hours for the AR team. SmartBots monitor the AR inbox, reading emails and attachments, organizing actions, capturing updates, and escalating issues. With rapid time to value, organizations achieve results in days, not weeks or months, using automation with minimal IT dependence, thanks to pre-built integrations with leading ERP, collaboration, and email systems.





SEEING IMMEDIATE RESULTS

While typical SaaS implementations are incredibly costly and time-intensive, the Auditoria implementation was up and running in 20 minutes, providing tremendous time-to-value for the UserTesting team. With this streamlined implementation, business users started utilizing Auditoria 35 days earlier than initially planned.

Traditionally, the corporate finance back office has been notoriously slow to adopt new technologies. Auditoria made it incredibly easy for the UserTesting team to roll out new capabilities across the corporate finance back office to help UserTesting stay on top of rapid customer growth while also being an innovator and early adopter of finance automation technologies.

In addition to the metrics mentioned above, collections agents who were previously inundated with manual work have seen a dramatic improvement in "quality of work life." Instead of chasing customers for payment, back-office personnel are managing the collector Smartbots and intervening when required.



The redeployment of staff has strengthened business resiliency for UserTesting by allowing staff to perform additional high-level, value-add work. The UserTesting collections function has never been faster or more accurate. Their team is benefitting tremendously from having extra time freed up, and their DSO is better than ever.

ABOUT AUDITORIA.AI

Auditoria.AI is a ground-breaking SaaS solution that addresses the most pressing challenges of the finance back-office. Auditoria increases finance teams' speed, accuracy, and efficiency using AI-enabled SmartBots to automate redundant and manual back-office processes to derive greater cash position visibility.

Purpose-built for finance with NLP, Computer Vision, AI, and machine learning, Auditoria SmartBots integrate with systems of record and email boxes to act as a system of engagement to streamline collections, optimize vendor management and handle helpdesk inquiries using automation. By automating these key functions, Auditoria improves the lives of finance and accounting professionals by applying technology to automate the routine, repetitive, and laborious parts of the finance function, freeing finance teams to perform higher-level business functions while generating data that provides key insights into cash performance.

The software delivers AI-driven workflows and decision support across massive volumes of enterprise data, augmenting finance teams with intelligent automation to execute business processes, deliver rapid insights, and respond to customer and vendor needs.