Leveraging Technology to Optimize Cash Flow

Panel: Chris Finley CICP, Global Credit Manager, Club Car LLC
Amy Cook CCE, Regional Credit Manager, McNaughton-McKay Electric Co
Scott Chase CCE, CICP, Global Director of Credit, Gibson Inc.
Date: May 21, 2025
Session: #37094

Introduction

- Chris Finley, CICP
    - Global Credit Manager, Club Car, LLC
    - RPAs/BOTs
    - 3rd party software
        - Cash application, collection software, online payment portals, online credit apps
- Amy Cook, CCE
    - Regional Credit Manager, McNaughton McKay Electric Company
    - Power BI inhouse AR Dashboard
    - RPAs/BOTs
    - 3rd party software
        - Cash Application, online credit apps
- Scott Chase, CCE, CICP
    - Global Director of Credit, Gibson Inc.
    - AI solutions within enterprise systems
    - 3rd party software
        - Credit card surcharge programs, collection software, new credit transactions, document storage

Automation Intimidation – Where to Start?

- Conduct process audits to uncover inefficiencies or manual bottlenecks
- Engage cross-functional teams to gather insights from frontline users
- Prioritize problems based on business impact, feasibility and ease of implementation
- Build a data-backed business case: time saved, cost reduced, accuracy improved
- Communicate the "why" to leadership in terms of ROI, risk mitigation, and scalability
- What IT resources will you have access to?
- How customizable is your ERP?
  - Is it capable of SFTP or API connections?

Choosing the Right Vendor & Gaining Approval

- Define core requirements and success criteria before evaluating vendors
- Consider scalability, integration capability, user-friendliness, and support
- Involve key stakeholders early: IT, finance, end users, and department heads
- Run demos or pilots to validate vendor claims and team fit
- Prepare a phased project roadmap and outline the approval workflow

Managing Change & Team Adoption

- Start with a clear implementation plan: timeline, roles, deliverables
- Pilot the solution in a controlled environment before full rollout
- Document wins and roadblocks – use both as learning tools
- Maintain open communication with users, vendors, and leadership
- Monitor adoption and adjust based on user feedback and performance data

Successes, Failures & Lessons Learned

- Successes
  - Where did technology and us work well together and win?
- Failures
  - Well... that did not work as expected
- Lessons Learned
  - Becoming better, smarter and more equipped for next time