
November 30, 2021

RADIANCE ON THE ROAD

LONDON

Elevate Your Order to Cash to The Front Office

Tips and Strategies from PageGroup

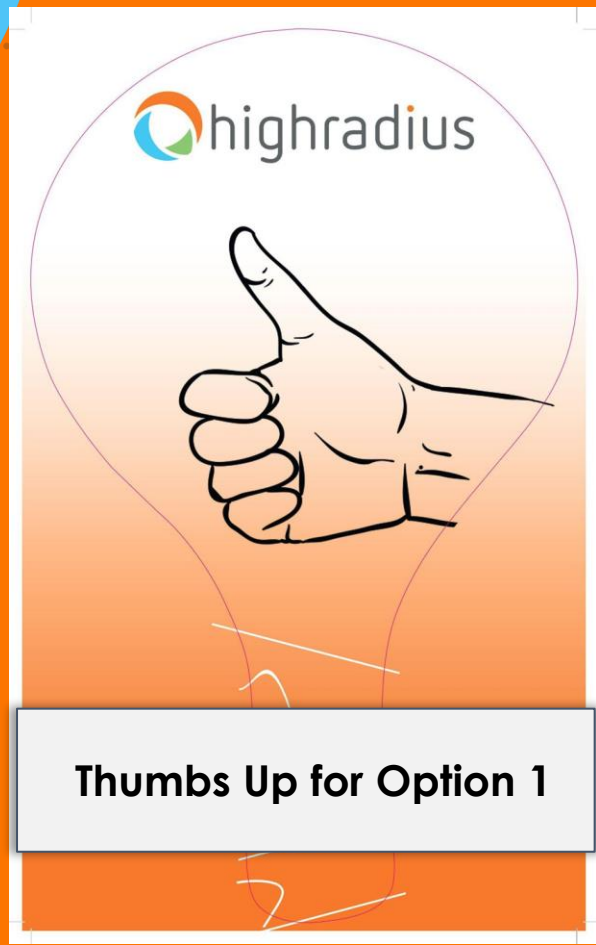
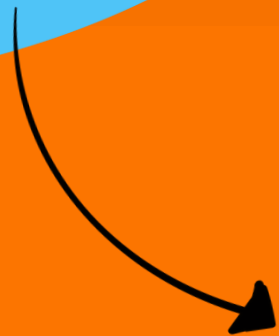


Roeland Smets


Global Order to Cash Director

PageGroup

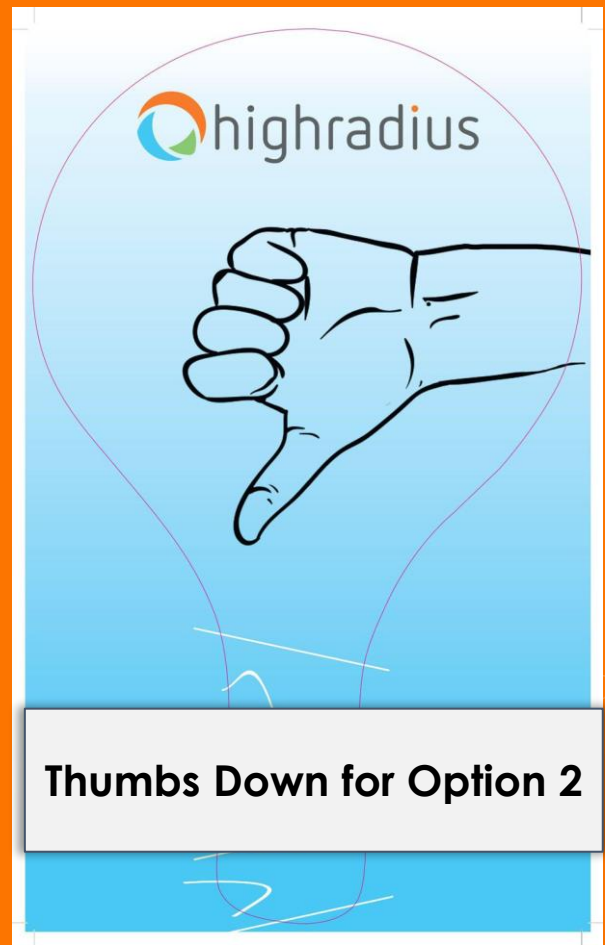
How Do I Cast My Vote During the Presentation?



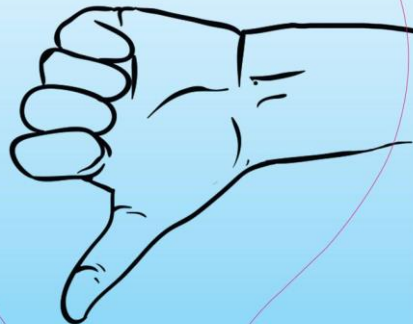
highradius



Thumbs Up for Option 1

A voting card with an orange-to-white gradient background. At the top is the highradius logo. In the center is a line drawing of a hand with the thumb pointing up. At the bottom is a white box with the text "Thumbs Up for Option 1".

highradius



Thumbs Down for Option 2

A voting card with a blue-to-white gradient background. At the top is the highradius logo. In the center is a line drawing of a hand with the thumb pointing down. At the bottom is a white box with the text "Thumbs Down for Option 2".

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Poll Question

01

Are your back-office operations, such as Order to Cash, asset management, service lifecycle management etc. automated?

- A. Yes, they are automated to a certain extent
- B. No, they are not automated

Typical Representation of Front Office and Back Office Operations



Sales, Inventory, Logistics and Shipment Teams

More Strategic

Revenue-Focused

Customer-Centric



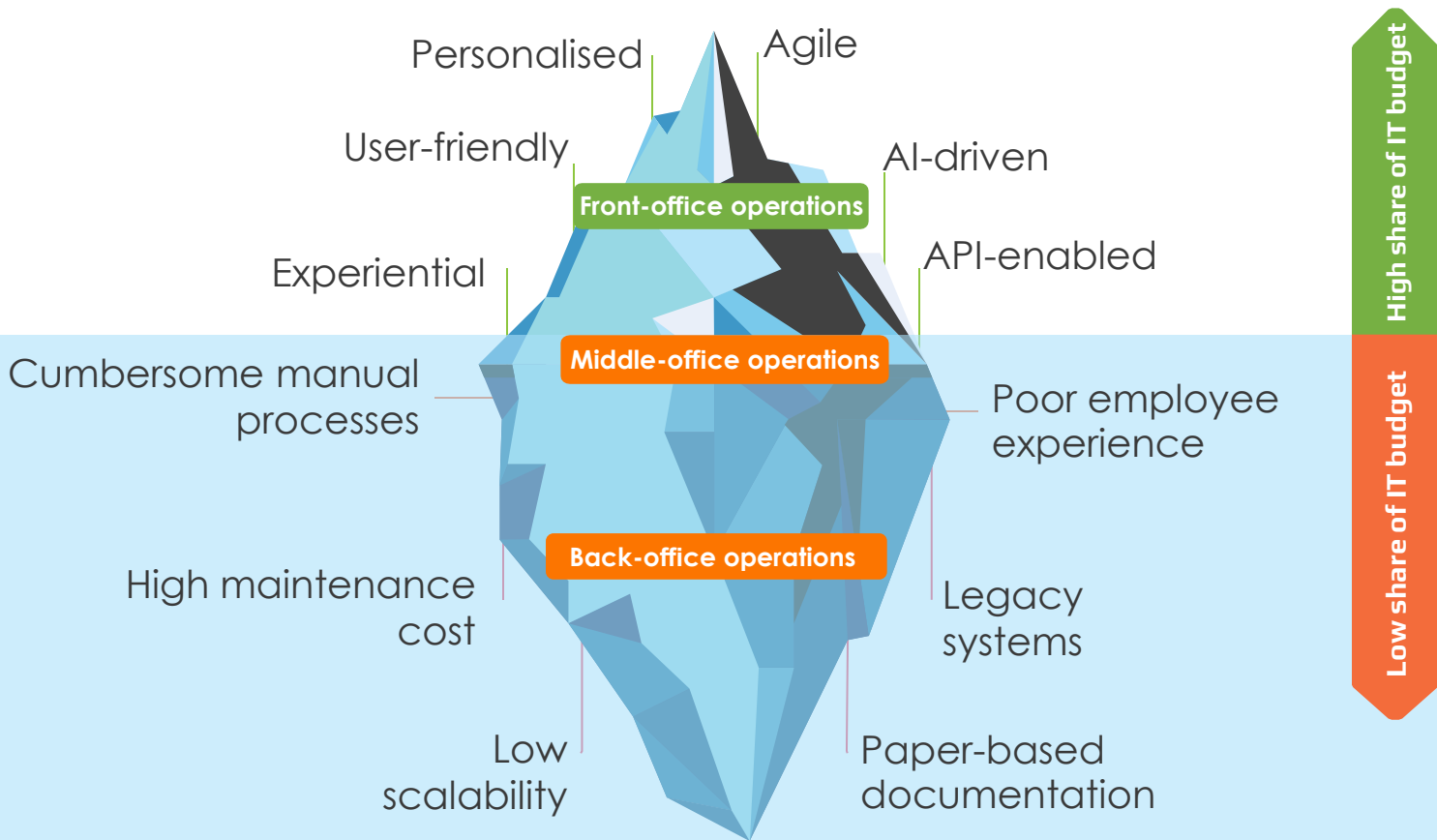
Invoice-to-Cash Teams (once the product is delivered)



More Transactional

Focused on Cost Reduction


Handles Administrative Functions

Unsupported Back Office Operations Can Freeze Last Mile Performance





**You need to scale your back-office
operations to the same level as your front
office to achieve maximum business value**



How To Scale Your Back Office To The Same Level As The Front Office

1

Create visibility in the department vs. working in a black box

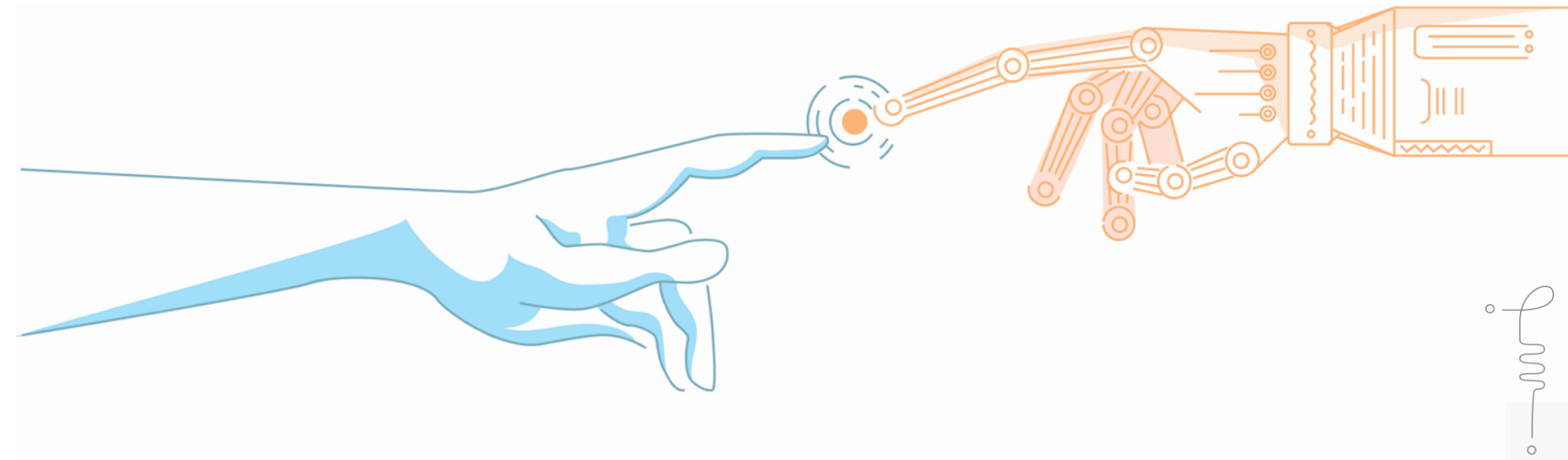
2

Anchor to the right senior people in the organization who will support in driving the right decisions with operation teams

3

Move from a transactional department to a team of excellence- be a trusted partner to the business

How PageGroup is Evolving their A/R to the Front Office Level



About Page Group



One of the world's best known and most respected specialist recruitment consultancies



Active in 37 countries



Operates through 4 key brands:

PageGroup

PageExecutive PageOutsourcing

PagePersonnel MichaelPage



Our Shared Services Evolution Journey

Page Group's Shared Services story started in 2015, before that they had a country-based approach



4 SSC's:

Barcelona | London | Bueno | Aires | Singapore



3 Focus Area For Our O2C to Evolve into a Front Office Function



Revenue Generation



Customer Experience



Strategic Evolution

Enabling your Order to Cash Department to Contribute to Revenue Generation



Revenue Generation

1

Share the right customer data with the sales team to help them make better decisions

2

Take control over all aspects of revenue (invoicing, payments) so that business can focus on their priorities

3

Create risk based collections strategies to collect past-due receivables faster

Enabling your Order to Cash Department to Contribute to Customer Centricity



Customer Experience

1

Build a team of professionals with good communication skills who understand the business and your clients

2

Maintain strong controls over the process to reduce errors as much as possible

3

Introduce a new set of KPIs which allows quickly to spot issues in specific areas



Poll Question

02

Do you feel that the strategic value of A/R in the Office of the CFO increased during the pandemic?

- A. Yes
- B. No

Enabling your Order to Cash Department to Contribute to Strategic Growth



Strategic Growth

1

Bring in self-learning automation solutions to save time spent on transactional activities and exceptions

2

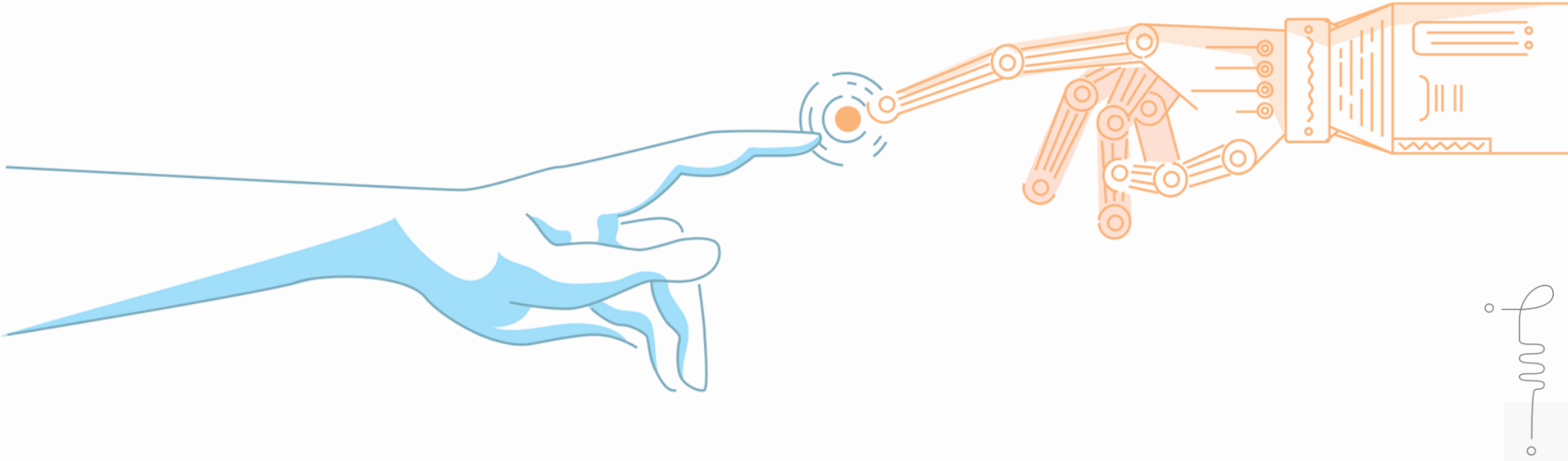
Leverage cloud-based software that supports changing business needs vs IT-intensive on-premise systems

3

Introduce configurable processes to ensure LOB control w/o IT dependency



How PageGroup is Leveraging Automation to Create Value Across these 3 Pillars



How Cash Allocation Automation Enables Revenue Generation at Page Group



*Eliminate limited value-added activities in the cash allocations team to help them focus on more complex tasks
(and eventually level up the profile of the team)*

How Cash Allocation Automation Enables Better Customer Experience



Allow the collections team to work with a more accurate portfolio (avoiding clients being contacted for paid invoices)



How Cash Allocation Automation Enables the Strategic Evolution of the O2C Department



Enables headcount re-allocation to more strategic tasks, such as collections



Bring In Automation.

Build a Smart Back Office.





Food For Thought

- How does one know that it is the right time to automate their order to cash? When did you realize the need for it at PageGroup?
- How far along are you in your automation journey, and what are some of your future goals with technology?
- Do you/your team find being responsible for customer experience challenging, when part of the job is collecting money from the same customers?
- Of the three pillars that you spoke about, when talking to back office to front office evolution, which is the most important to you personally, and why?

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NEXT SESSION



Speaking Session

Bayer is Building a Counterplan
to Future-Proof A/R Operations

Rob Bullen, Bayer

15:30 GMT