



# CLOUD ON TAP

## CASE STUDY

Cloud On Tap works with clients to set-up Salesforce CRM based on an organization's specific needs; it is a service-based business. Their clients engage in projects ranging from weeks to months in terms of delivery. Depending on the size and scope of a project, invoicing may happen upfront or be a series of invoices. Maintaining cashflow is important to prevent operational bottlenecks.

### BUSINESS CHALLENGES

- Cure Outstanding Invoices
- Improve Accounts Receivable
- Free Up Money to Re-Deploy

### OBJECTIVES

#### CURE OUTSTANDING INVOICES

Prompt clients to cure their outstanding invoices in a timely manner.

#### IMPROVE ACCOUNTS RECEIVABLE

Reduce percentage of outstanding invoices to increase cash flow.

#### FREE UP MONEY TO RE-DEPLOY

Reinvest for growth with increased cash flow.

### RESULT AND BENEFITS

- Immediate improvement with clients paying their outstanding invoices.
- Aging payments went from months long to resolution within 24-72 hours.
- Collaborative positioning aligned to contractual terms & conditions.

### CONCLUSION

By creating an email cadence which utilizes communication tactics, Cloud On Tap changed their strategy to shorten client's time to payment on invoices. Outstanding invoices moved from aging months to days. The email cadence aligned to contractual T&Cs, providing a collaborative approach to mutually agreed documentation. Improvement in accounts receivable freed up cash flow, allowing Cloud On Tap to reinvest for further grow their business.

☎ 843-793-8884

✉ [www.third-language.com](http://www.third-language.com)

📍 1000 Johnnie Dodds Blvd., Ste 103-331,  
Mount Pleasant, SC 29464