CASE STUDY

MIDDLE EASTERN RETAIL COMPANY IMPROVES ACCOUNTS RECEIVABLE WITH MINDZIE PROCESS INTELLIGENCE

A rapidly growing retail company in the Middle East, operating a chain of stores and an expanding e-commerce presence, was experiencing persistent challenges in its Accounts Receivable (AR) process. High invoice aging, inconsistent collections follow-up, and compliance gaps with customer SLAs were constraining cash flow and weakening customer trust.

The finance leadership team turned to mindzie process intelligence to uncover inefficiencies, strengthen collections, and drive measurable improvements.

Executive Summary

mindzie's process intelligence platform connected directly with the company's ERP and CRM systems to provide end-to-end visibility of the Accounts Receivable process. By exposing delays in invoice issuance, rework in credit approvals, and compliance risks in collections follow-up, the company improved cash flow reliability and strengthened customer relationships.

"mindzie gave us the clarity we needed to see why collections were stalling. The automated alerts help our team act quickly on overdue accounts and keep customers informed, which has greatly improved payment behavior."
— Chief Financial Officer

Quantified Results

- **27% Reduction in AR collections cycle**
- **40% Drop in invoice rework cases**
- **22% Improvement in SLA compliance**
- **18% Increase in on-time customer payments**

Business Challenge

The company’s rapid growth and multi-channel operations created new pressures on the AR process:

- Fragmented Data Sources – With invoices generated across physical stores, online platforms, and wholesale channels, the AR team lacked a consolidated view of outstanding balances.
- Credit Policy Enforcement – Weak visibility into credit limits resulted in frequent policy breaches and delayed interventions on high-risk customers.
- Delayed Dispute Resolution – Invoices with pricing or delivery disputes took weeks to resolve, stalling collections and straining customer relationships.
- Unpredictable Cash Flow – Without proactive monitoring, overdue balances accumulated unnoticed until they significantly impacted liquidity.

OPERATIONAL HIGHLIGHTS

**Metric	Pre-mindzie	Post-mindzie	YoY Delta**
AR Collections Cycle	30 days	22 days	-27%
Invoice Rework	15%	9%	-40%
SLA Compliance	65%	79%	22%
On-Time Customer Payments	58%	68%	18%

Why It Worked

- **Collections Prioritization –** mindzie highlighted overdue accounts by risk level, enabling the AR team to focus efforts where cash recovery mattered most.
- **Customer Communication Insights –** Analytics revealed where communication breakdowns delayed payments, leading to process improvements and better coordination with the sales team.
- **Root-Cause Invoice Accuracy –** By identifying recurring invoice mismatches, finance and operations worked together to correct upstream order processes.
- **Proactive Alerts –** Automated reminders to AR managers and collectors ensured timely follow-up, reducing overdue accounts before they escalated.

Conclusion

By leveraging mindzie's process intelligence, the Middle Eastern retail company transformed its AR operations into a proactive, customer-centric function. The improvements boosted cash flow, reduced disputes, and strengthened trust with both B2B and retail customers. With continuous monitoring and automated actioning, the company is now positioned to sustain these gains while scaling its business across the region.

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Let mindzie turn your process data into your next competitive advantage.