



## **Mary is a Cash Collecting "Machine"**

*Using AR Wizards to Automate Cash Collections*

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Mary is the firm's only collections person. She has other responsibilities, of course, but she is literally a cash collecting "machine". She is so well organized and has trained the clients so well that the firm has substantially reduced its accounts receivable. Clients pay bills within 30 days and the firm has consistent and predictable cash flow.

Law firm administrators find it increasingly difficult to manage the collections process with relatively little staff. By implementing AR Wizards, a firm can simplify complex tasks, reduce manpower requirements and most importantly improve cash flow. Wizards are tools that assist in building business rules, then rush through the database to automatically carry out the rules. They can also assign specific follow-up tasks, generate mail-merged collections letters and automate collection emails to a client contact.

### **Example #1 –The Open Wizard**

Here is how she works. Mary checks her Collections Calendar for today Monday, February 16<sup>th</sup> and notices 15 new "first" calls and 6 new "high priority" calls scheduled. These collections activities were generated while searching through the accounts receivables database from the AR Open Wizard, following the firm's business rules. Double-clicking on the first high- priority call, Mary quickly scans the previous collection notes which includes a list of past calls and collection letters and then proceeds to call the client contact at ABC Company. She quickly checks the client's current financial information and notices there is currently over \$25,000 in unbilled fees and \$85,000 in AR over 60 days. Mary is trying to collect the \$85,000 from ABC this week.

While speaking to the client contact and reviewing past collections calls and the open balance, ABC Company agrees to issue a check for payment in full. Mary logs this in the collections notes, clicks on the email icon and confirms the discussion in an email message to the client. Mary also quickly enters a follow-up review for two days later to insure the payment has been received.

Open Wizards automatically place clients into the collection process, assign a responsible person and collection tasks.

### **Example #2 –The Close Wizard**

Today is Wednesday, February 18<sup>th</sup> and Mary takes a quick look at her Collections Calendar, she notices that there are no high priority calls scheduled. There is a Review for Payment scheduled for ABC Company and there are 125 collections letters due for new Level 1 clients that have just appeared in Collections from the Open Wizard. Mary quickly checks ABC Company, clicks on the Billing-Payment History icon and notices a payment for \$85,000 was received this morning. Mary knows that the Collections software will automatically send a "thank you for your

payment" email to the client and there is no further follow up required from her. The Close Wizard has automatically updated the status of ABC Company, taking it out of Collections and canceling the remaining activities on the Collections Calendar.

Close Wizards automatically remove clients from the collection process, save all history and delete scheduled follow-up items.

### **Example #3 –The Mailing/Email Wizard**

Mary needs to send out 125 highly specific mail-merge collections letters and personalized Reminder Statements. She clicks on her AR Mail-Merge Wizard and selects a predefined business rule that states "for all clients/matters where the AR balance is both over \$2,500 and 30 days past due" and where the "matter is classified as a Wills and Estate matter." This business rule will send a Collections letter or personalized Reminder Statement to the collections contact for each client. Mary just clicks "run" and within a few moments the screen shows that 85 mail merge letters are waiting to be printed, and 35 emails with letter attachments are queued to be sent out.

Mary knows that each client file shows which clients get hard-copy letters, which get emails with statements attached and which clients never get letters through the automated Wizard. She also knows that some clients specify that image copies of the outstanding bills accompany any letter or Reminder Statement which will be automatically generated by the system. Upon completion, the Mailing Wizard logs a note into the client file indicating the collections letters or emails were sent by Mary today.

Mailing Wizards automatically generate customized mail merge collection letters, reminder statements or emails based upon firm defined business rules.

### **Mary Remembers How it Used to Work**

Before using the collections software, Mary remembers how time consuming and frustrating it was to manage the firm's collections efforts. Mary now likes her job more and is highly motivated to exceed the firm's expectations. She is proud to run a report each week for the Executive Director showing her collections activities and best of all, RESULTS.

### **About the Author**

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