

Striking Down on Unearned Discounts & Improving Customer Experience With A/R Automation

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- Commercial Credit Analyst and Account Resolution Manager
- 20+ years of experience in the financial services industry
- Strong expertise in Credit Analysis, Collections, Recovery & Customer Retention

Agenda

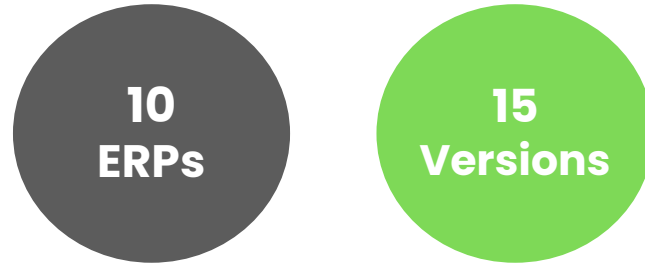
- 01 **About Masonite**
- 02 **Challenges With Masonite's A/R Processes**
- 03 **How Did HighRadius Help**
- 04 **Real Business Outcomes Achieved**
- 05 **Benefits Beyond Operational Efficiency**

About Masonite

- A leading manufacturer of **interior and exterior doors**
- Making buildings and homes better through **innovative door solutions since 1925**
- **8500+** global customers, headquartered in **Florida, United States**



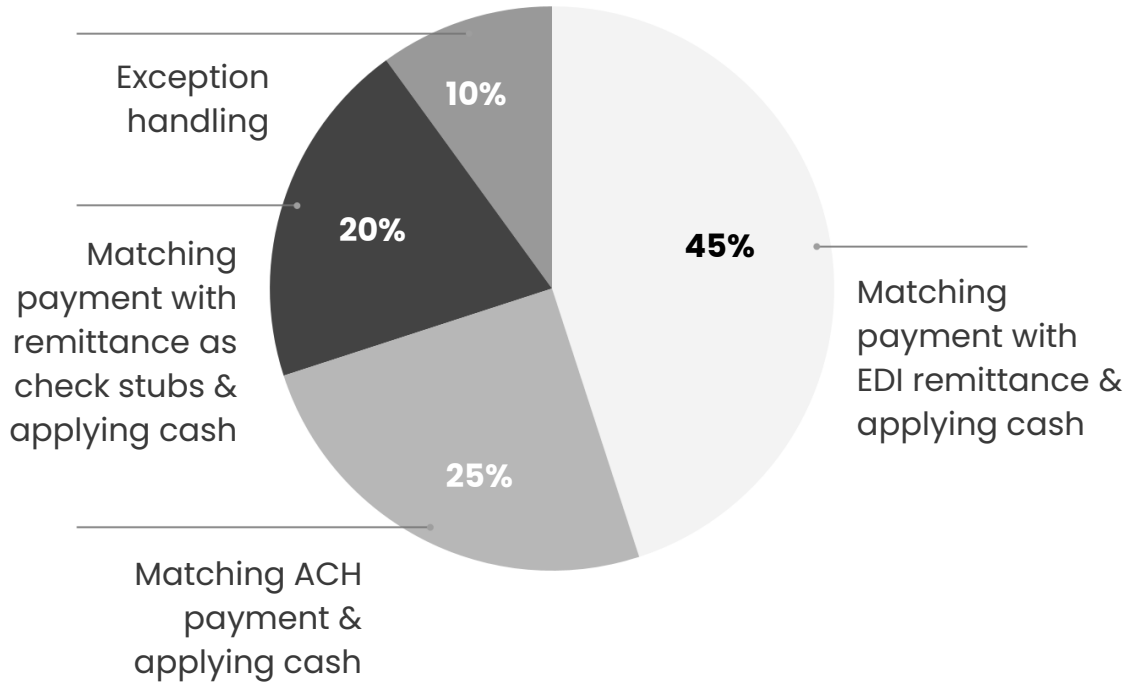
Multiple ERPs, Multiple Challenges



Multiple ERP Instances | Data Silos | Disjointed CX

Inefficiencies due to having multiple ERPs resulted in delayed Cash Posting and Collections.

The State of Manual Cash Application



Analyst's work hours distributed over various manual tasks

- Manually processing 14,000+ invoices per month
- Increased unearned cash discount due to delayed cash posting
- Manually capturing lockbox data which was increasing due to rising M&As
- Difficulty in handling exceptional scenarios such as missing remittances

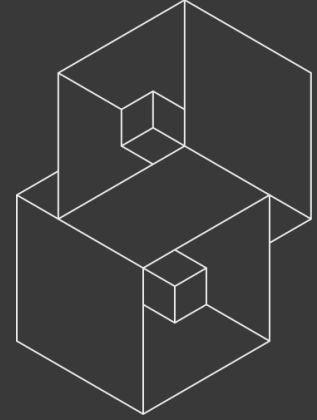
Automating Cash Application and Collections

Cash Application

- Automated invoice matching
- Automated capture of data from remittance across multiple sources and formats
- Automated consolidation of multiple lockbox files
- AI-based remittance prediction

Collections

- AI-enabled worklist prioritization
- AI-based customer segmentation
- Touchless and centralized dunning
- Automated delivery of invoices to A/P portals with real-time visibility into payment data



How Automation Helped Masonite Go Beyond Operational Efficiency

Integrating Multiple ERPs For a Unified Customer View

90% of the customer data is available on a single HighRadius platform after integrating multiple ERP systems.



Single Customer View | Real-time Data | Faster Dispute Resolution

With the ERP integration, Masonite has all the required customer information on one platform which has helped them deliver a seamless customer experience.

Enhancing Customer Experience by Minimizing Unapplied Cash

50% reduction in inaccurate unearned cash discount with Cash App automation.

Manual Cash Application	Post Cash App Automation
Delayed cash posting	Same-day cash posting
Increasing amount of unearned cash discounts	Decreasing inaccurate unearned cash discounts
Time-consuming process for the root-cause analysis	Time and effort spent on high-value strategic activities
Fixing the discount and bill back the customer impacting the customer experience negatively	Timely and accurate cash posting resulting in improved customer experience

Improving Cash Flows from Big-Box Retailers

5 days reduction in DSO and reduced delinquency rate.



360-degree visibility
on customer data
leading to error-free
dunning



Providing the latest
aging data to the
collectors through
timely and accurate
cash posting



Identifying highest
dollar value open
invoices at maximum
risk of delinquency

Enhancing Employee Productivity Amidst Rapid Business Growth

Processing **10% increase** in sales YoY without adding new FTEs.



Improving productivity
by spending minimal time
reviewing the exceptions



Real-time visibility on
payment posting status to
avoid any erroneous dunning



**Focusing on recovery
strategies** for critical
customers while automating
the collection process for
low-risk customers



Saving analyst's time by
automating low-value, high-
frequency time-consuming
manual tasks



Food For Thought

What Are the Benefits Automation Can Provide Beyond Operational Efficiency?

Q&A