



**CORIENT ENABLES A PHOTOGRAPHY COMPANY TO  
INCREASE ITS REVENUE 2.85 TIMES IN 3 YEARS**





Client is a leading photography agency in London



It was struggling to raise invoices on time and collect money on time



It was also struggling with staff holidays



Due to the above, client was constantly under stress about cash management

## CLIENT BACKGROUND

# WHY CLIENT HAS CHOSEN US



Experience Team on Finance and Accounting



Committed Service Levels on Invoice Raising



Deployment of proven process for credit control



Reduction in staff costs by over 40%



Identified Revenue leakages at the start of the process

# CORIENT FRAMEWORK



# STEPS TAKEN BY CORIENT



01

Cleaning up books  
of accounts

02

Developing  
Standard Operating  
Processes and  
Service Level  
Agreements

03

Developing Daily/  
Weekly and Monthly  
Dashboards

04

Monthly  
Management  
Reporting and  
Conference Call

05

Follow up on agreed  
action items

# RESULTS DELIVERED



Improved revenue by £78 K per annum by verifying photos taken and photos used by clients



Developed Artificial Intelligence tool to verify photos so that bill can be raised within 2 days of photos being published on website



Completed all monthly billing within 3 days of month end



Provided Management Accounts on monthly basis which ensured increase in profitability and better management of cash flow



Reduced Days Sales Outstanding from 64 days to 46 days





ENABLING BUSINESSES BECOME *NEXGEN*  
ENTERPRISES

  
**CORIENT**  
Customer Oriented Company