

# AUDDIS – DELIVERING COMMERCIAL BENEFITS TO TOLCHARDS

## CASE STUDY





AUDDIS - TAKES PAPER AND PAIN OUT OF THE WAY DIRECT DEBIT INSTRUCTIONS ARE EXCHANGED BETWEEN THE BILLER AND THE CUSTOMER'S BANK

### WHAT IS AUDDIS?

What is AUDDIS? It's simply how the payments industry refers to the Automated Direct Debit Instruction Service, a system which takes paper and pain out of the way. Direct Debit Instructions are exchanged between the biller and the customer's bank; Direct Debit Instructions, of course, are the first step in collecting regular Direct Debit payments.

“THE PREVIOUS SYSTEM WAS VERY MANUAL AND PAPER-BASED. IT INVOLVED FILLING OUT REAMS OF PAPER AND THEN FAXING IT TO THE BANK, WHICH CLEARLY OPENED UP THE POTENTIAL FOR MISTAKES OR MISKEYING OF INFORMATION.”



### THE CHALLENGE

Launched in 2010, Tolchards is a leading drinks wholesaler covering the south of England. With five depots – including one on the Isle of Wight – employing 139 people, the family-run business has grown its annual turnover to a sizeable £45 million, supplying its over 2000 customers with an enviable and extensive range of products.

With Direct Debit relied upon for the collection of around £23 million each year, Tolchards’ small finance team play a vital role in facilitating easy, convenient, and effortless payment for customers, in what is a fast-paced, competitive marketplace.

Quite the responsibility for the team and, up until 2020, a task made all the more challenging due to the reliance on a largely manual, paper-based Direct Debit system, as Tolchards’ commercial credit director, Karen Mardell, explains:

“The previous system was very manual and paper-based. It involved filling out reams of paper and then faxing it to the bank, which clearly opened up the potential for mistakes or miskeying of information. When there was an error then it proved incredibly painful and would often involve us having to revert to the customer and starting the whole process again.

“Clearly this wouldn’t be ideal and would have a cost and resource implication. More than that though, it’s not the customer experience we pride ourselves on as a family-run business, and no one wants to begin a new commercial relationship like that.”



“WE’D ALREADY HEARD ABOUT AUDDIS AND THE BENEFITS IT COULD BRING TO THE BUSINESS, AND IT’S FAIR TO SAY THAT WE WERE ALL ONBOARD WITH MAKING THE TRANSITION – IT WAS A REMARKABLY EASY SELL.”



## THE SOLUTION

While AUDDIS had been on Karen’s radar for some time, and the benefits were clear, the key challenge was finding an appropriate window to implement the migration. With the pressure of balancing the day-to-day, business-as-usual function, the team knew that they would have to work around the traditional, seasonal spikes in business.

“We’d already heard about AUDDIS and the benefits it could bring to the business, and it’s fair to say that we were all onboard with making the transition – it was a remarkably easy sell. The challenge we did face was around identifying a deployment window, with the need to avoid our traditional busy periods, such as around Christmas and into January,” said Karen.

In perhaps a quirk of fate, the Tolchards’ team started to discuss the move to AUDDIS with their sponsoring bank, Barclays, and bureau Bottomline, at the end of 2019, just a few months before the Covid-19 pandemic took hold.

The resulting lockdowns not only focused minds on how to adapt to new ways of working, but the restrictions placed on the hospitality sector meant that the business could use the periods of downtime to get AUDDIS implemented. “The lockdowns across 2020 provided an opportunity for us to make the move to AUDDIS, although we also had to plan around the immediate increase in demand when the sector reopened. The team at Bottomline helped make sure that we got everything lined-up for the migration, including preparing the relevant data.

“It was great to get up-and-running just in time for Christmas, and we haven’t looked back,” explains Karen.



“AS A BUSINESS, WE KNEW THAT MAKING THE SWITCH WOULD BE A BIG STEP FORWARD FOR US, BUT EVEN I WAS SURPRISED AT HOW VALUABLE IT HAS PROVED.”



### BENEFITS

Karen is clear that the benefits of moving to AUDDIS have been hugely positive for both the team and customers alike, with the Direct Debit sign-up process greatly streamlined. She said: “Making the switch has proved to be as beneficial as we thought it would be, not just for the business but for our customers as well which has been hugely important to us.

“There’s no more forms getting lost in the post, or information having to be rekeyed a number of times, so it really has been win-win. As a business, we knew that making the switch would be a big step forward for us, but even I was surprised at how valuable it has proved.

“As we see a move to increased remote working, and particularly over the summer months when members of the team may be on holiday, we can ensure that delays are reduced when we’re not physically at our desks. This is because customers can now return completed Direct Debit mandates via email, allowing us to easily set-up the details on our system and file quickly and easily, wherever we may be.

“I would definitely encourage any other business currently thinking about moving to AUDDIS to do it. While there is an element of preparation work involved, it has certainly been worth it, and the ROI is clear. In fact the cost of migrating was in the hundreds of pounds, far less than we had expected.”



“AUDDIS BRINGS DIRECT DEBIT INTO THE DIGITAL AGE AND RESULTS IN A BETTER PAYMENT EXPERIENCE FOR EVERYONE”



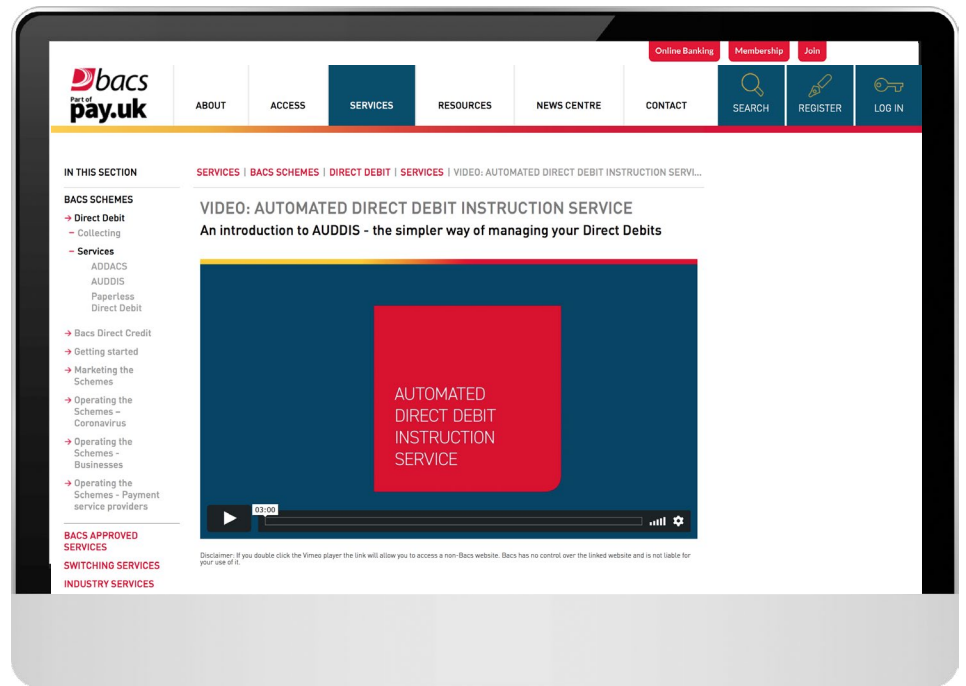
### WHY SHOULD YOU SWITCH, TOO?

There are many businesses like Tolchards which have also already benefited from moving to AUDDIS; that’s because the system provides tangible benefits for payment collection:

- **Faster** – set up and first payment collection is quicker through AUDDIS
- **Smoother** – AUDDIS reduces chances of keying errors which have a detrimental impact on smooth payment collection; it also avoids DD Instructions being lost in the post
- **Cheaper** – AUDDIS cuts the number of payments returned unpaid; and unpaids cost businesses valuable time to resolve (multiples can affect cashflow)
- **Better** – a better customer experience, with reduced potential for hiccups in payment collection and the resulting customer dissatisfaction.

In addition, moving to AUDDIS is the first step on the path to Paperless Direct Debit, with all of its environmental, business, and customer benefits.

To find out more watch our short video here



### CONTACT US

For more information on AUDDIS, please contact Julia Dunne, Business Development Manager at: [SchemeSupport@bacsservices.co.uk](mailto:SchemeSupport@bacsservices.co.uk) or visit [bacs.co.uk](http://bacs.co.uk)