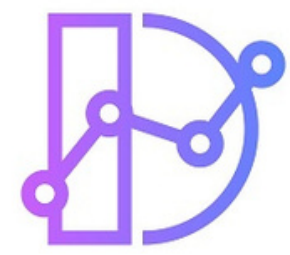


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METRIC FACTS

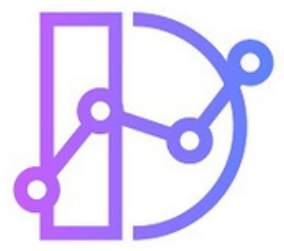
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ACCOUNTS RECEIVABLE (AR)

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AR

Accounts Receivable (AR) is the amount of money your customers owe your company for the goods or services purchased.



AR FACTS

- It occurs when a company delivers services on credit.
- It is considered as a liquid asset and is part of the working capital.
- Effective AR management can play a crucial role in your company's cash flow.
- AR that won't get paid, needs to be written off and is called bad debt expense.



AR AGING REPORT

Accounts receivable aging report helps to track the aging of receivables. A glance can tell us who will pay within 30 days, who's behind, and who's chronically behind.

Company Name	<30 Days	↑↓	<60 Days	↑↓	<120 Days	↑↓	Older	↑↓	Total	↑↓
Client 1	117		0		953.7		2355.1		3425.8	
Client 2	0		0		405		0		405	
Client 3	0		0		1050		0		1050	
Client 4	0		0		391.6		784.3		1175.9	
Client 5	0		0		3.3		42.9		46.2	
Client 6	0		0		14.3		185.9		200.2	
Client 7	0		0		44		264		308	
Client 8	11		0		132		627		770	
Client 9	0		0		22		132		154	
Client 10	0		0		88		528		616	



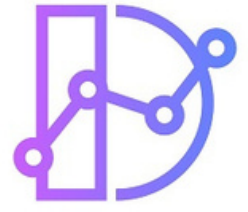
Benefits of AR tracking

- Measure how quickly customers are paying their invoices.
- Identify delinquent customer accounts and take necessary actions.
- Helps maximize cashflow and identify potential bad debts.
- Tracker for effectiveness of your collection strategy.



How to make customers pay faster?

- Define a clear credit policy. And Enforce it!
- Give customers multiple ways to pay.
- Give financial incentives to early payers
- Schedule regular phone and email reminders, so they know you're on top of your billing.



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yours?

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business metrics

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