



Cloud + Services

Powering Business Scalability

Shoebox Bookkeeping

Shoebox Bookkeeping is a unique bookkeeping service provider and national franchisor. Co-founding directors Yvette Coad and Sandie Menzies realised a need to create a differentiated bookkeeping service that addressed the needs of small businesses in Australia. Back in 2007, bookkeeping services were priced by the hour, which was especially difficult for small businesses as more often than not they were strapped for cash anyway. Driven by a mission to create affordable bookkeeping solutions, Shoebox began their journey by launching fixed-fee bookkeeping packages.

In just 9 years, Shoebox has built a national presence of over 27 franchises. Today their network serves a client base of over 500 clients in Brisbane, Sydney, Melbourne, Adelaide, Perth, Tasmania, Ballarat, Toowoomba, the Gold Coast and the Sunshine Coast.

The Challenge

Over the years, Shoebox perfected their business model and in 2012 made ambitious plans to scale rapidly by franchising their successful business model. Around that time they hit their biggest hurdle which could complicate going to market: overdue payments. This could potentially spell the difference between successful franchising and a failed attempt.

As an individual business, Shoebox was accustomed to chasing late payments. It was hard enough before, but scaling would only amplify the problem. What they sought was a solution that would enable them to manage their payments effectively, while being agile enough to scale as their distributed business model demanded.

Their initial efforts in finding a suitable payment solution, however, drew a blank. EFTPOS turned out to be an expensive alternative that did nothing to deter late payers. With periodic bank payments, they ended up relinquishing control over payments to customers, which meant that payments could be stopped or rescheduled by customers whenever they wanted.

Prior to implementing the Ezidebit direct debit solution, Shoebox spent a significant amount of their time chasing late payments. The opportunity cost was huge - more time could have been devoted towards refining their products and growing their business.

“Without Ezidebit, and without the flexibility and control their direct debit solution gave us, we wouldn’t have been able to scale our franchise business.”

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Company Snapshot

Industry: Bookkeeping

Franchises: 27

Client Base: 500

Offices: Brisbane, Sydney, Melbourne, Adelaide, Perth, Tasmania Ballarat, Toowoomba, the Gold Coast and the Sunshine Coast.



The Solution

From the get-go, Ezidebit was on the front foot ensuring that Shoebox had a seamless experience from product discovery through to implementation and after-sales support.

In the early stages, the Ezidebit recurring payments technology provided Shoebox with a lever to increase visibility around revenues. Using Ezidebit recurring payment technology, Shoebox were able to shore up their bottom-line almost instantly. Along with the ease of setup and use, the flexible payment solution provided an affordable price point that worked to the advantage of the business in its early growth stages.

Payments could be set up from anywhere, using the simple easy-to-use web-based app. Plus, the convenience of 'set and forget' allowed payment cycles to be fast-tracked from days to minutes. Shoebox estimates that by using Ezidebit they were able to recoup nearly 70 per cent of the time spent on chasing bad debts. Not only did the payments process become painless for staff, resulting in increased productivity, it also reframed difficult customer payment conversations. At the end of the day, reports could be easily accessed, on the go, from the online cloud service.

The Results

By implementing a direct debit solution from Ezidebit, Shoebox were able to unlock new efficiencies across all areas of business, including business process workflows, customer relationships, business expansion and debt reduction.

- 70% time savings in payments process through automation
- Greater business agility allowing Shoebox to capitalise on referrals
- Improved focus on customer relationships leading to better brand experience
- Increasingly professional brand interactions leading to an increase in referrals

Benefits

- Demonstrated expertise in understanding business needs
- Choice of flexible payment solutions
- End-to-end premier support
- Greater transactional visibility
- Reduced back-office workloads
- Seamless application integration
- Improved customer relationships
- Better debt management through flexible payments

About Ezidebit

Ezidebit is a leading provider of secure cloud payment technologies in Australia, New Zealand and Hong Kong. Our cloud payments platform supports our clients to achieve customer-centric business transformation at scale.

Today over 20,000 businesses – from startups to enterprises – across a range of industries have chosen Ezidebit as their trusted payments solution provider. Ezidebit is a part of the Global Payments (NYSE: GPN) network of companies.

