

CASESTUDY **MINT SAVES US \$85,000 IN ANNUAL ADMIN COSTS**

As team of mobile household appliance repair specialists, Alantin Appliance Service needed to enhance the way it takes customer payments. Previously, Alantin repairers would successfully complete a job and hand-write the credit card or cash payment details, with the intention of electronically recording and processing it at a later stage.

This led to some problems for Alantin. Written paper details would be lost or recorded incorrectly, and time was wasted following up customers and confirming details. Given there was no on-the-spot approval for credit cards, the possibility of bad debtors was significant.

To resolve this problem, Alantin partnered with Mint to initially provide the Portable Payment System (PPS) on BlackBerry smartphones to 6 of its mobile repairers.

When Mint delivered the Mint PPS and BlackBerries, Alantin's technicians were reluctant at first. Upon returning to Alantin three weeks later, the technicians had embraced the solution and couldn't be happier.

Alantin's managing director, Alan Gray said that the solution has saved him about \$85,000 a year in administration costs. Another major benefit was the reaction from Alantin's customers. Alan said, "We're getting a very positive response from our customers who enjoy the security of paying for their service with the Mint PPS. Customer experience has strengthened in leaps and bounds.

Alantin's operations manager, Samantha Haynes says, "Previously our work was completed on hand written invoices and processed at a later time...now our company produces invoices and receipts as soon as the job is completed. This means immediate payment."



ALANTIN APPLIANCE SERVICE - OMEGA SMEG APPLIANCE REPAIR

SITUATION

- Repairs and maintains a range of household appliances
- Invoices were hand-written with transactions reconciled at a later stage
- Credit card payments were process back at the office
- Errors due to incorrect transcribing of details, lost invoices and accounts – led to follow up calls to confirm details, and the potential for bad debt and processing lag-times to affect cash flow

MINT SOLUTION

- Alantin have initially purchased 6 Mint PPS subscriptions through Optus for their repair personnel- run on Blackberry smart-phones
- Reduction of \$85,000 in annual administration cost
- Invoices and processing performed on-the-spot
- Eradicated bad debts, lost invoices and general process inefficiencies
- Reduced administration time by up to 3 hours per day
- Customer retention - strengthened professionalism of company representatives

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“When the written invoices were lost, or details taken down incorrectly, we would spend a lot of time calling customers and attempting to track down details. And, if our customers wanted to pay by credit card we had no way of knowing whether the transaction would be approved. When we finally processed transactions back at the office, payments were often declined, leading to further payment chasing. Bad debt puts pressure on any business and impacts cash flow. The Mint PPS has reduced this likelihood significantly for us.”

Alantin Appliance Service was initially attracted to the Mint PPS because of convenience and ease of use, which was reflected by the response by several of Alantin’s technicians. One said, “The Mint System is great because I no longer have to call the boss and get him to process credit cards or carry paperwork around with me.”

The Mint PPS ensures that not only are payments approved and processed immediately, but all transactions are seamlessly integrated with Alantin’s existing accounting systems. This saves time due to greater accounting and administrative efficiencies, and paper work becomes a thing of the past.

Samantha Haynes said, “The effect of implementing the Mint PPS has been a reduction in administration time of up to three hours a day, a significant fall in bad debt and greater professionalism for the company. This has made a huge difference to our business and customer feedback is very positive.”

“The professionalism that the use of the Mint PPS has provided Alantin, is a great customer retention tool, especially in a competitive market. The fact that we have ceased hand-writing paperwork means we are innovating and becoming more efficient. Essentially this is saving us money, and bolstering our image and brand value, Ms Haynes added.

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