

pencil.

Use Case

How The Mad Hueys automated onboarding, ordering & billing in order to scale customers; not staff.



AT A GLANCE

Use Case:

The Mad Hueys

Business Type:

Clothing Brand

Sells to:

Retailers & E-commerce stores

Tech Stack:

- Cin7 Core
- Xero
- PencilPay

Challenges:

- Growing debtor days
- Labour intensive processes
- PCI Non-Compliance

Benefits:

- Secure credit card storage
- Streamlined customer onboarding
- Grow without growing labour

CHALLENGES

The Mad Hueys are a clothing and apparel wholesaler with a large base of Net-30 day retailers who relied heavily on human resources to onboard & manage 30-day accounts.

PREVIOUS PROCESS

- Most customers regularly paid late via bank transfer, causing delays in payment processing.
- Customer payment details were stored in Excel, violating compliance standards and requiring manual entry into EFTPOS machines.
- Late payments via bank transfers were the norm, taking several days to clear; thus allocating stock without security or payment.

THE SOLUTION

- Using PencilPay, The Mad Hueys streamlined their onboarding by creating custom credit application forms, allowing customers to confirm details, add payment methods, and digitally sign with ease.
- This ensures accurate customer information flows into Cin7 Core; saving 5+ hours per week of processing time.
- This gave The Mad Hueys control to automatically charge stored payment details.