

Nespresso France and Sidetrade: 10 Years of Cooperation

Nespresso creates exceptional coffees and innovative machines for brewing espressos and gourmet milk recipes. In 2006, the French arm of the company partnered with Sidetrade, which took over the management of the accounts receivable for its Businesses division. This year, Nespresso and Sidetrade are celebrating 10 years of continuous cooperation.

Ten Years of Continuing Trust

In 2006, the Businesses division of Nespresso France decided to improve quality of service. *“When you are in accounts, you are intervening in the client relationship at an important point, and that requires real professionalism,”* explains Jean-Michel Cecconi, Administrative and Financial Director of Nespresso France.

And so the company selected Sidetrade. Quite quickly, a new organizing structure was rolled out with new processes—in particular, commercial segmentation was undertaken and the team in charge of settlement operations was resized.

Jean-Michel Cecconi goes on: *“Accounts needed to innovate in order to be a stakeholder in customer experience, value and strong group identity. Sidetrade knew to develop a disruptive offering for us that included a very careful analysis of our processes and customization around our customer relationships.”*

Valérie Burel, Director of Sidetrade Cash Performance, states, *“10 years of partnership with a prestigious brand. We are proud to have supported Nespresso in the pursuit of its customer experience excellence.”*

Achieving the Right Touch in Customer Accounts

Sidetrade contributed to strengthening Nespresso France's Businesses division financial chain, and manages their customer reminder system. Totally integrated into the Nespresso ecosystem, Sidetrade's technology collects data directly from the ERP layer, processes it and automates the customer collection process. The expertise of the Sidetrade teams dedicated to this project helps the company to manage customer relationships more effectively. Resolution of issues is improved and settlements are accelerated *“with high performance stability over time,”* emphasizes Jean-Michel Cecconi.

The Finance department of Nespresso France is informed of any payment problems and can react promptly and directly. In addition, Nespresso has grown in terms of transparency and proactivity in its customer relations. The Finance department of Nespresso France has access to its performance indicators at any time (cash-flow generation, dispute resolution, drops in the failure rate, etc.) via the Sidetrade mobile app.

Jean-Michel Cecconi concludes: *“For the last ten years, Sidetrade has positioned itself as a strategic partner that knows how to embrace our corporate culture. Using their service and their application allowed us to significantly lower the average payment delays of our Business customers, while nurturing high-quality customer relationships with them. We also appreciate the flexibility of the services Sidetrade offers, which have evolved continuously to adapt to our needs and to the strong growth in our business.”*

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ABOUT SIDETRADE (www.sidetrade.com)

As a predictive software company (Euronext, FR0010202606, ALBFR.PA), Sidetrade offers “financial cockpit” services to accelerate value creation over the whole Sales-to-Cash cycle. Its innovations have achieved better performance and new growth prospects for more than 1,000 businesses of all sizes, in all industries, in 65 countries. Sidetrade's Cloud technology provides a 360° overview of customer relations, allowing for management control and predictive analysis of client financial flows using analysis and Smart Data. Financial and commercial departments achieve greater internal transparency so that they can anticipate activity and trends. Sidetrade covers the entirety of all financial issues linked to customer relations, now and tomorrow, with a major impact on digital transformation and the generation of cashflow.