

CASE STUDY

Blue Billion Investments – Enhancing cash flow and payment flexibility
with Altron FinTech's POS and DebiCheck solutions



INTRODUCTION & OBJECTIVES

Customer:

Siyanda, Founder of Blue Billion Investments
(Elegant Cookware)

Products:

POS, DebiCheck

Industry:

Retail (Layby Sales)

Started:

2023

The background

Blue Billion Investments, founded in 2023, specializes in selling high-quality cookware through an exclusive layby model. In this business model, customers pay for products in installments, typically over a set period, before receiving the goods. Blue Billion offers a 23-month layby period, with customers paying R359 per month via a debit order.

Siyanda, the owner, sought a payment solution that could streamline and automate these layby payments, ultimately leading him to Altron FinTech's POS and DebiCheck solutions.

The challenge

As a new business, Blue Billion Investments needed an efficient way to manage layby payments and ensure consistent cash flow. The manual process of collecting payments created delays and uncertainty around monthly income, making it difficult to project financials and manage customer payments effectively. Siyanda also wanted a system that could handle multiple payment methods and integrate seamlessly with their growing customer base.

THE SOLUTION

Siyanda was introduced to Altron FinTech's products through a recommendation from a friend in the insurance industry. Upon discovering the capabilities of NuPay, POS, and DebiCheck he recognized the immediate impact these solutions would have on his business. The ability to automate debit orders through simple card swipes was a game changer for Blue Billion Investments, as it drastically simplified payment collection.

With the POS system, Blue Billion could process payments effortlessly, while DebiCheck allowed for automatic, scheduled debits each month, ensuring consistent cash flow.

RESULTS

Since integrating Altron FinTech's POS and DebiCheck solutions, Blue Billion Investments has experienced substantial improvements in its operations and financial management:

Improved cash flow: The automated debit order system ensures consistent, reliable monthly payments, giving Siyanda full control over his cash flow and helping him better manage the company's finances.

Payment flexibility: The variety of payment methods offered by Altron FinTech allows Blue Billion to accommodate customer preferences, ensuring smooth transactions even when one method encounters issues.

Ease of use & reporting: The detailed reports and simplicity of the system have made daily operations more efficient for Siyanda, with less manual effort required for managing payments and tracking customer activity.

CUSTOMER FEEDBACK

Siyanda has had a positive experience working with Altron FinTech, rating them an 11/10 for their flexibility, efficiency, and affordability. He is particularly impressed with the seamless integration of the payment system, which has been pivotal in driving the business's growth.

“ Efficient, affordable, loves money, flexible, and very, very reliable! ”

This quote from Siyanda captures his overall satisfaction with Altron FinTech's solutions.

The only area for improvement, according to Siyanda, would be further integration between their customer database and the debit order system. He is looking forward to the possibility of connecting customer details in their CRM to specific payment records for better tracking and transparency.

CONCLUSION

Blue Billion Investments has benefited significantly from Altron FinTech's POS and DebiCheck solutions, which have enabled smoother operations and consistent revenue streams. The partnership has not only increased the business's cash flow but also provided the flexibility and support needed to grow a business based on the layby model.





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