



**Reward  
Hospitality**

# Efficiency and Growth Through Automated Collections

Achieving faster cashflow and a better employee  
experience with Esker Collections Management

**ESKER**

## At a glance

# Reward Hospitality



**Industry:**  
Hospitality



**Founded:** 1980



**Headquarters:**  
Yatala, Queensland



**27 locations across**  
**Australia, New Zealand,**  
**and the Pacific Islands**



**Pronto ERP**

## Objectives



**Automate and streamline accounts**  
**receivable processes**



**Reduce reliance on manual workflows and**  
**repetitive tasks**



**Improve visibility into customer account**  
**statuses for better decision-making**



**Enhance customer satisfaction with clear,**  
**self-service tools**



**Support employee well-being by reducing**  
**workload stress and burnout risk**

# Challenges

## AR team struggles with outdated systems and manual workflows

Reward Hospitality is a leading provider of distribution solutions for venues including bars, clubs, catering companies, hospitals and government institutions. Owned by ECF Group, a global giant in hospitality supplies, Reward Hospitality operates across Asia-Pacific. With products ranging from cutlery to fully equipped kitchens, Reward Hospitality has grown significantly in recent years.

This rapid growth created operational strains, particularly in managing accounts receivable (AR) efficiently. As the company expanded, the manual processes became increasingly unsustainable. The collections team was burdened with repetitive tasks like manually sending reminders and processing invoices, leaving little time for strategic activities. "Our ERP system was clunky and outdated, making it difficult to track customer accounts accurately or test new processes," said Mark O'Driscoll, Accounts Receivable Manager at Reward Hospitality. These inefficiencies not only delayed collections but also created visibility gaps that hindered effective decision-making.

Another critical challenge was the lack of a centralised system for managing accounts. "We relied heavily on Excel and manual data entry, which increased the risk of errors and made collaboration within the team difficult," Mark added. Customers often complained about unclear statements, and resolving inquiries required significant administrative effort, further straining resources. As a result, employee satisfaction suffered, with burnout becoming a real concern for the AR team.

Recognising the urgent need to modernise, the company prioritised automating and streamlining collections processes to reduce manual workloads, enhance customer satisfaction and achieve better cashflow management. Addressing these challenges was critical to sustainable growth and improving operational efficiency.

# Solution

## Streamlining collections for improved cashflow and collaboration

Reward Hospitality implemented Esker Collections Management in 2022 to tackle these challenges head-on. The cloud-based platform integrated seamlessly with the company's ERP, enabling automation of key AR tasks such as sending reminders, processing statements and managing customer accounts.

The solution provides real-time visibility into customer accounts through centralised dashboards. "Having all account details in one place makes a huge difference. We can easily track overdue invoices and prioritise our actions," Mark explained. Esker's automation features allowed the team to streamline workflows, reducing the time spent on repetitive tasks. Notifications for overdue accounts and stop-supply warnings are sent automatically, ensuring prompt follow-ups and improving cashflow.

Esker's customisable interface also allowed Reward Hospitality to adapt the solution to its diverse customer base. The team implemented tiered notification strategies based on customer segments, ensuring a personalised and efficient approach to collections.

Collaboration improved significantly with Esker's reporting tools, which generates weekly overdue reports for Sales Managers. This integration fostered proactive communication between the Sales and Collections teams, helping address payment delays more effectively. Additionally, the solution's self-service portal empowers customers to access invoices and account details independently, reducing inquiries and freeing up the AR team to focus on more strategic initiatives.



**"The flexibility of Esker's tools meant we could align them perfectly with our business needs."**

**Mark O'Driscoll**  
Accounts Receivable Manager, Reward Hospitality





**“Our team’s morale has improved significantly with Esker, allowing us to focus on what matters most and achieve better results.”**

**Mark O’Driscoll**

Accounts Receivable Manager, Reward Hospitality

## Highlights

-  **Enhanced visibility and reporting**
-  **Established significant time savings**
-  **Improved customer satisfaction**
-  **Increased collections efficiency**
-  **Promoted collaboration with the Sales team**
-  **Boosted employee morale and greatly reduced burnout risk**

# Results

## Transforming AR efficiency and cashflow management

The implementation of Esker Collections Management significantly improved efficiency and cashflow. Automated notifications, overdue alerts and stop-supply warnings reduced overdue accounts month-on-month. Additionally, the solution enables proactive measures such as weekly overdue reports shared with Sales Managers, which enhances collaboration across teams.

For employees, manual workloads were reduced by automating repetitive tasks, allowing team members to focus on high-value activities and cross-training opportunities. This led to increased job satisfaction and decreased the risk of burnout.

Customer satisfaction also improved with the simplification of statements, resulting in a significant drop in unfavourable reviews. Customers gained self-service access to invoices, which reduced inquiries and delays. Notably, 75% of accounts are now managed exclusively within the solution, reducing dependency on the legacy ERP system. During a two-week ERP outage, Esker enabled the Collections team to continue operations seamlessly.

Reward Hospitality continues to explore additional features within Esker, including expanding its use of direct debit capabilities and potentially implementing Esker Cash Application. With a strong foundation already in place, the company is poised to drive further efficiencies and sustain its growth trajectory in the competitive hospitality sector.

# Want to automate your collections management like Reward Hospitality?

Get in touch with Esker

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## About Esker

Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimise working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees. Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin

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