



About Cprompt Solutions Pvt. Ltd. :

C Prompt Solutions Pvt. Ltd. is a leading IT asset rental company headquartered in Hyderabad. It manages over 25,000 assets for more than 200 corporate clients. Tracking system for assets, their deployment dates, return & repair status was not giving sufficient control on business. This led to lost sales, increase in interest burden from borrowings & at times, even lost assets.

Client Quote :

“When we engaged KEUR Management Solutions to streamline our processes, our overdue rental collections had reached a critical level of ₹12.5 crore. Delays in collections were straining our cash flow, and our existing approach lacked structure and efficiency.

KEUR quickly identified root causes of these delays and implemented a well-defined Standard Operating Procedure (SOP) to bring discipline into collections process. They categorized customers based on their payment behavior, enabling us to prioritize follow-ups and adjust collection intensity accordingly. For high-risk (Purple & Red) customers they introduced physical recovery through signing of MOM and collecting PDC's, while structured call schedules were established for others. Their hands-on guidance helped our Sales, CRM, and Finance teams seamlessly adopt the new system.

The impact was immediate and transformational:

- Overdue collections reduced from ₹12.5 crore to ₹8 crore in a short span.
- KEUR introduced color-coded dashboards, enhancing visibility into payments and overdue amounts.
- Teams gained clarity on follow-up strategies, ensuring efforts were focused where truly needed.

The momentum continued in the following months:

- Sep-24: Overdue collections further reduced to ₹7.4 crore. The team successfully secured Post-Dated Cheques (PDCs) from key customers—one of the toughest challenges in collections. The same strategy is now being extended to Red and Purple customers.
- Jan-25: Overdue collections dropped further to ₹6.2 crore, with significant recovery coming from Purple and Red customers.
- Feb-25: Collection calls were optimized based on historical payment patterns—instead of calling customers throughout the month, the team now strategically reaches out just before their expected payment release date, significantly improving efficiency.

With KEUR's structured approach, we have not only recovered overdue amounts but also reduced our interest burden, improved financial insights, and streamlined efforts for maximum impact. It has reduced our dependency on external financing.

Moreover, a regular follow up process for payments has been established, which ensures that no new cases become overdue for payment. Thus, collection cycle has been permanently shortened.

KEUR's expertise has been a game-changer for CPrompt.”

Krishna Kumar Baldwa
Director
C Prompt Solutions Pvt Ltd.

Comments from keur :

With a few effective strategies, it is possible to collect outstanding payments from even the toughest customers.

Increasing borrowing, increases interest burden & eats into profit of the company. When there is huge overdue collection pending, companies must adopt effective collection techniques rather than go for borrowing more to keep business running.