

available on  
AppExchange

salesforce

# ST Cash Culture

by Sidetrade

Resolve customer payment disputes faster with Cash Culture, our new Salesforce app.

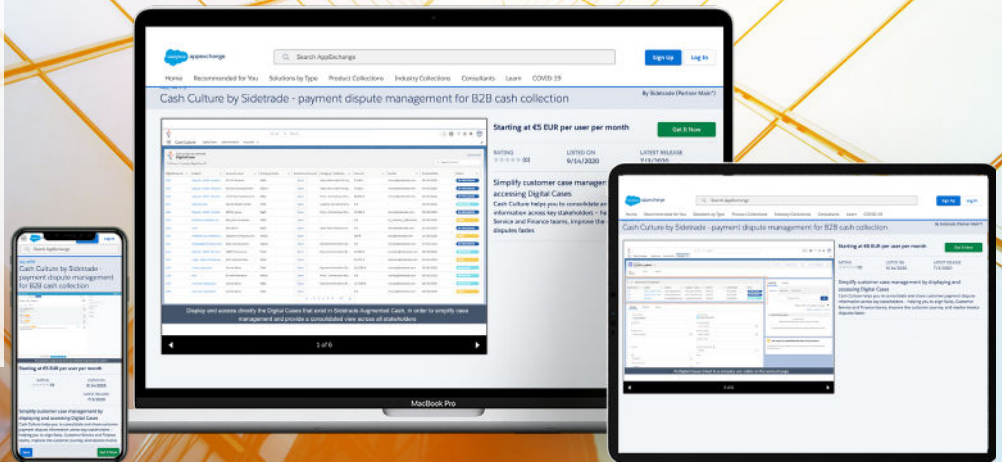
Consolidate Digital Case customer dispute details from within your Salesforce environment.

Increase stakeholder alignment and collaboration.

Enhance customer experience across the order to cash process.

Improve your time-to-resolution and ensure invoices are paid faster.

Simplify the management of customer disputes from within your Salesforce CRM system with **Cash Culture** by Sidetrade. **Cash Culture** enables you to consolidate and share the details of customer payment disputes between key stakeholders across different departments, helping resolve disputes, improve the customer journey and get invoices paid faster.



Customer payment disputes can be a major cause of customer dissatisfaction and bad debt unless they are quickly resolved. Most companies struggle to get staff across the organization to collaborate effectively to resolve customer issues.

With this in mind, encouraging alignment and collaboration across stakeholders should be a top priority for any organization looking to improve the dispute management process.

**Cash Culture** allows you to consolidate and share the Digital Case information related to customer payment disputes with anyone who has access to your Salesforce CRM system, so that members of the Finance, Sales, Account Management, Operations and Customer Service teams can collaborate to resolve disputes effectively.

## Further resources

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If one of your main challenges is having customer account details, order history and payment information stored in disparate systems across your organization, implementing **Cash Culture** will reduce time spent searching different databases for relevant information – anyone with a Salesforce login who has a relationship with the customer will be able to search all dispute cases from directly within Salesforce.

Users can also view a full history of digital cases linked to individual accounts and add comments to a case – which are immediately updated in real-time in your Sidetrade **Augmented Cash** system.

The increased visibility and ease of access that **Cash Culture** provides will reduce hold-ups in the process, speed up time-to-resolution, and enable you to simplify customer case management.

**Cash Culture** is available now on the Salesforce AppExchange. This app is designed to complement Sidetrade **Augmented Cash**, our comprehensive solution focusing on the order-to-cash cycle, ensuring that the whole customer lifecycle is covered to the point that cash is received from the customer. To find out more, [please visit the cash culture page on Salesforce AppExchange.](#)



## About Sidetrade

Our mission is to help organisations unlock customer value. Sidetrade provides the best AI technologies to drive the customer relationship, grow the business and generate cash flow. To find out more, visit [sidetrade.com](https://www.sidetrade.com).