O2C INTELLIGENCE PLATFORM: O2C EXECUTION LAYER:
O2C APPS: **CUSTOMER EXPERIENCE CENTER**

CUSTOMER EXPERIENCE CENTER

Self-Serve | Pay Faster | Reduce Friction



CHALLENGES IN O2C: BUYER FRICTION THAT SLOWS CASH

Finance teams face constant pressure to reduce DSO while managing rising invoice volumes, fragmented buyer communications, and time-consuming requests for invoice copies and status updates. Disputes and payment commitments remain trapped in email, slowing resolution and reducing collector productivity. Without a unified digital experience, O2C digitization stalls across credit, collections, and payments.

- **Buyers lack self-service access to invoices and status**
- **Disputes and promises-to-pay trapped in email threads**
- **Separate payment systems adding friction and delays**
- **Manual credit applications slowing buyer onboarding**
- **No unified experience across the O2C cycle**

CUSTOMER EXPERIENCE CENTER: WHERE BUYERS RESOLVE, COMMIT, AND PAY

The Customer Experience Center is a secure, branded self-service portal within the Sidetrade O2C Intelligence Platform. Buyers view their statement of account, download invoices, raise disputes, commit to payment, and pay online through embedded checkout via Stripe or Worldpay. Every action syncs directly to Sidetrade's Augmented Collection, triggering follow-up for AR collectors and shared services teams in real time.

Online credit application forms standardize data capture and accelerate onboarding decisions. Configurable branding, 34-language support, and flexible deployment options make the portal accessible across global buyer portfolios. For AR and collections teams, this results in fewer inbound requests, faster dispute resolution, and smoother payment collection without adding manual effort.

LESS FRICTION, FASTER CASH, BETTER EXPERIENCE

By shifting buyer interactions from manual email exchanges into a structured, self-service portal, the Customer Experience Center removes the friction that delays payment and consumes AR capacity. Organizations deploying the portal have reported a more than 40% increase in customer satisfaction. Onboarding backlogs have been reduced to zero through standardized credit applications, with invoice error rates below 0.1%. For finance leaders, the impact is faster cash collection, lower cost-to-serve, and a digitized buyer experience at scale.

FEATURES

- **Secure, Branded Buyer Access:** Buyers request access via email and authenticate through a time-limited secure link to a company-branded portal, balancing strong security with a simple user experience.
- **Unified Account Statements:** Buyers view open, overdue, promise-to-pay, and closed invoices, download invoice PDFs, and export statements to CSV for reconciliation.
- **Buyer-Led Collaboration:** Buyers submit disputes, commit to pay, and add comments that sync to Sidetrade's Augmented Collection, triggering collector follow-up in real time.
- **Embedded Payments:** Buyers pay invoices in-portal using Stripe or Worldpay, with payment history visibility for successful, pending, or failed transactions to reduce proof-of-payment inquiries.
- **Payment Automation and Controls:** Stripe AutoPay and configurable rules for card-payment thresholds, scheduling, and saved cards manage processing costs and improve cash predictability.
- **Flexible Deployment:** A standalone portal link extends self-service beyond dunning emails, increasing buyer adoption and self-service uptake across the customer base.
- **Online Credit Applications:** Online forms that standardize data capture during buyer onboarding and feed submissions directly into credit decisioning workflows.

Why Sidetrade

Differentiators with Impact

AGENTIC AI LEADERSHIP

Proprietary, domain-specific, AI called Aimie, with agents trained on actual buyer payment behavior, not generic LLMs

SECURE AND SOVEREIGN

Full data control and ISO 27001 / SOC 2 Type 2 certifications ensure compliance and confidentiality

UNMATCHED O2C DATA POWER

Only real-time O2C Data Lake globally – $8.8+ trillion in transactions, 1B+ invoices, 42.2M+ buyers

PROVEN ROI

Faster time-to-value as O2C-tuned AI delivers 35–55% average productivity gains and double-digit cash acceleration across industries

BENEFITS

The Customer Experience Center eliminates friction that slows cash and drives manual effort. AR collectors, shared services managers, and O2C operations teams spend less time responding to status inquiries and more time resolving high-impact items.

The result is accelerated cash collection, reduced inbound workload, and a smoother buyer experience across the full O2C lifecycle.



- **Fewer Inbound Requests**
- **Faster Dispute Resolution**
- **Reliable Payment Commitments**
- **Improved Payment Efficiency**
- **Higher Buyer Trust**

About Sidetrade

Sidetrade (Euronext Growth: ALBFR.PA) is an AI-native Order-to-Cash (O2C) company. Its platform combines O2C applications, autonomous AI agents, and Aimie IQ, a natural-language intelligence interface that helps global organizations accelerate cash generation. Sidetrade operates the world's largest proprietary O2C Data Lake, built on more than trillion in B2B transactions and million buyer entities. This data trains domain-expert AI models that continuously monitor, reason, decide, and act autonomously across the O2C cycle. Sidetrade serves businesses in 85 countries with 450 employees across Europe, North America, and Asia-Pacific. For more information, visit us at **www.sidetrade.com** and follow **@Sidetrade** on LinkedIn.

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