

Efficiency, Compliance, Cost Reduction...*delivered*

## The Background



Innocent is one of the leading international producers of fresh juice and smoothie drinks, a staple of any supermarket refrigerator. The company was started in 1998, when the founders bought £500 worth of fruit, turned it into smoothies and sold them from a stall at a little music festival in London. Since then the company has expanded to become a household name, and can be found in more than ten countries throughout Europe.

The previous system in use in the company was a paper based manual system, requiring staff resources to be allocated to the painful duty of processing each claim. In addition, Innocent was losing out on a significant amount of recoverable VAT, and wanted to find a solution that delivered a faster process whilst ensuring that the business remained compliant with Income Tax and VAT regulations for employee expenses. To achieve this, Innocent turned to Europe's leading end to end expense management provider, GlobalExpense.

## The Challenges



By taking the GlobalExpense service, Innocent was looking for a system that was efficient and quick for their employees, whilst ensuring compliance and increasing the amount of VAT recovered by the business. In addition, by taking Innocent's internal resources away from the painful task of claim processing and putting them onto tasks that would add value to the business, the company was looking to increase productivity and efficiency and ensure that the business' employee expenses solution was fit for a growing business.

GlobalExpense focussed on the key issues that Innocent had identified. By adopting GlobalExpense, Innocent was able to enjoy complete peace of mind for compliance with Income Tax and VAT legislation. Using the GlobalExpense system mitigates the risk of an unfavourable audit from HMRC, which can cost many thousands of pounds. In addition, Innocent is working with GlobalExpense to increase their VAT recovery.

The service provided by GlobalExpense has completely removed the time consuming, high volume low value administrative tasks of processing and validating claims, and has given the finance team at Innocent the opportunity to focus on business critical activities. In addition, the detailed reporting for each employee and administrator and dedicated Account Management ensures that the system is used to its fullest capacity, provided the reporting that the business needs to fully understand all elements of its expense spend.

## KEY FACTS



*Client*

**Innocent Drinks Ltd**



**Annual Expense Spend:**  
£1.6 million p.a.

**No. of receipts per month:**  
2,200 on average per month

**Number of claimants:**  
236 on average per month

**Previous system:**  
Paper-based solution with heavy administrative burden for the company

## KEY BENEFIT

**A faster, more efficient solution, ensuring 100% VAT and Income Tax compliance and increasing VAT recovery**

### The Impact



Following a smooth implementation, Innocent went live with GlobalExpense in February 2007, and has been successfully rolled out in a number of other countries. Innocent has been able to remove the burden of processing the claims manually thanks to the transfer of the painful processing and validation functions to GlobalExpense's European Audit Centre.

In addition, the company is benefiting from instantaneous compliance with the changes in VAT and Income Tax regulations. The amount of VAT recovered has been increased since adopting GlobalExpense and Innocent can focus on developing its business in the knowledge that the employee expense system is fit for the task.

### CLIENT QUOTE



**Louise Badham,  
Management  
Accountant for  
Innocent Drinks Ltd,  
said:**

*“The compliance, the increased VAT recovery and reduced admin burden are obvious benefits of the GlobalExpense solution however an unexpected benefit was the improvement in user satisfaction. They feel more supported due to the high quality helpdesk staff and the faster payment turnaround period meaning they are not out of pocket for very long at all. Overall we are very happy to be working with GlobalExpense for our employee expenses.”*

***GlobalExpense – Europe's number one end to end expense management solution. Take control and cut costs with GlobalExpense!***