

Spending less, collecting more

Clarity Credit Management moves from an outbound to inbound debtor call model using VoiceSage and increases turnover by 200% with only 25% more employees

Clarity Credit Management has been providing credit management services to lenders since 2005. It operates in a high pressured industry where the focus is on delivering maximum yield with minimum outlay. To this end Clarity monitors and measures the bottom line contribution of each of its activities on a daily basis.

Mounting telephony costs

Clarity had been relying on a combination of outbound letters and a call centre operation to make contact with debtors. The call centre was powered by a dialler and the company was dependent on outbound contact for 75% of its successful contacts. However, as the volume of work increased, Clarity faced a growing quality issue - and a ceiling to productivity. It was achieving only a 40% Right Person Contact (RPC) rate and, from that, a 50% success rate.

With endless dialler spins, the working environment was deteriorating rapidly. The telephony bill for the quarter had doubled. The traditional approach to debtor collections was just not working. An innovative solution was required.

Better engagement

Clarity was determined to reverse the trend, and designed a series of integrated initiatives to change the way it handled customer contact. The aim was to shift the focus from the outbound 'power dialling' to multi-mode inbound enquiry generation to improve operations efficiency. It wanted to increase the number of routes available into the service cycle, so that debtors would be more likely to engage with the systems and settle their accounts.

The company opted for a blend of interactive voice messaging, text (SMS) messaging, email, web portal contact and a Pay Zone facility (a UK-wide onpremise independent payment network), and chose VoiceSage to generate outbound voice and text messages on a daily basis. Clarity was particularly impressed with the solution's ease of use, and the fact that it could be live with its capabilities by the next day.



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Laurence Rix,
Corporate Services Director,
Clarity Credit Management

clarity

credit management solutions

Impressive results

VoiceSage has proved a major contributor in achieving a shift in call behaviour, producing the following results:

- 65% of calls are now inbound, significantly improving collection revenue, because the conversion rate to payment is much higher for inbound calls;
- The cost per RPC and the Cost per Pound collected per agent have dramatically changed, making the company more cost-competitive. Clarity has increased turnover by 200% with only 25% more employees, and experienced a simultaneous drop in telephony costs;
- Clarity can now service more clients, with fewer resources and for less cost;
- The cost per success for voice and text messaging activity fell by a further 32% in the first 12 months and remains lower than the equivalent outbound call activity. The cost per success of voice and text messaging, email and debtor portal channels as a whole fell 24% in the same period.

A crucial element of the VoiceSage solution is the access to valuable analysis and reporting capabilities. This gives the collections team a level of control over performance that it wouldn't otherwise have, allowing campaign managers to see and focus on what is working.

Visible, fast results

Laurence Rix, who led the implementation internally, comments, "What struck me was the ease of use and the fact that we could be live the next day. When a campaign was created 15 minutes into the presentation and my phone rang, I was sold. That has been a characteristic of doing business with VoiceSage over the last few years - everything is made as easy as possible.

The solution gives me a level of control over performance that I wouldn't otherwise have; I always know if we are operating within the bands that we need to be. I can tell our campaign manager whether we are meeting or exceeding our expectations, and focus on what is working. We can tell you down to every call what happened. If there are any questions at all about whom we called, when, how many times etc, we have the data on hand. I know we've differentiated ourselves with this capability."

AT A GLANCE

Applications

- Interactive Voice Messaging
- SMS Messaging
- Email
- Web Portal
- Pay Zone

Benefits

- Reduced outbound calls
- Increased turnover
- Improved efficiency
- Reduced costs
- Increased Right Party Contact

Challenges

- Reduce need for dialler
- Improve contact rates
- Reduce telephony costs
- Improve debtor payments