

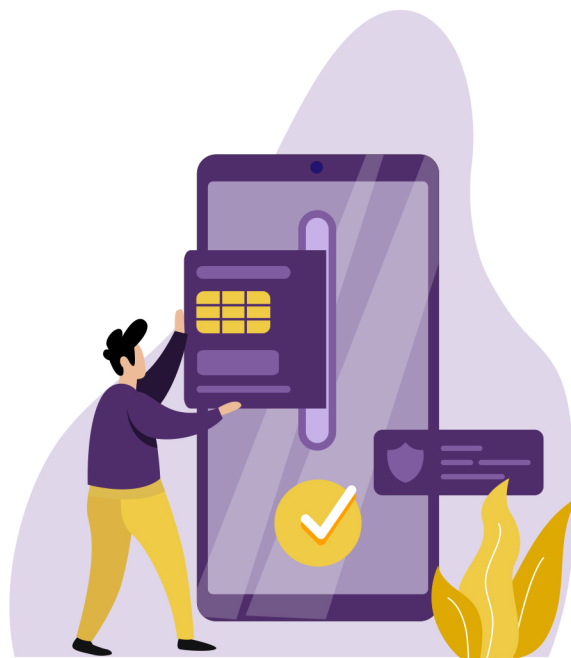
## VoiceSage Helps SSE to Improve Collection Rates and Customer Engagement

### About SSE Airtricity

**SSE Airtricity** is Ireland's leading renewable energy provider, supplying greener electricity and natural gas to **800,000 homes and businesses** in Ireland.

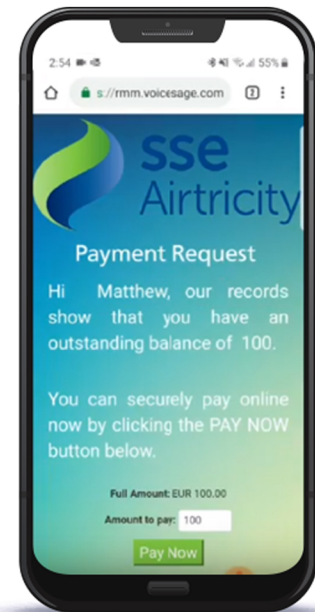
### The Challenge

A key challenge for SSE was **improving cash flow management** while preserving a **high standard of customer service and satisfaction**. The team wanted to notify and assist customers with outstanding balances without any excessive communication. With this in mind, the team chose **VoiceSage** to deliver a proactive messaging solution that could **improve customer engagement**, and **simplify faster payments**, while maintaining **strong customer relationships**.

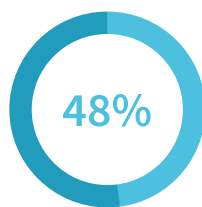


## The Solution

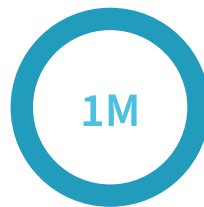
VoiceSage worked with SSE to provide a **Rich Media Messaging (RMM) solution**. This solution involves sending customers early payment notifications to make them aware of any upcoming payment in an empathetic way. The RMM solution **integrates with SSE's preferred payment provider**, so that customers can instantly and conveniently make secure payments within the message itself. If the customer cannot pay, the message also features a **"Call Now" option** to connect to agents to further assist them and discuss alternative options. This solution not only **builds good customer relationships** due to its transparency, but also **makes the process quicker and more convenient**.



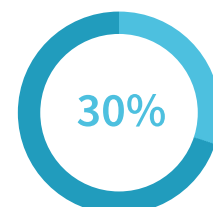
## The Results



Message  
Engagement Rate



Euros Collected  
Within 12 Months



Decrease in  
Outbound Calls

VoiceSage's **RMM solution** has had such a positive impact that customers often request the RMM message to make their payments as it is their preferred option. It has resulted in a **20% reduction in disconnections** over 12 months, a **48% message engagement rate**, a **30% decrease in outbound calls**, and **the collection of €1,000,000 within 12 months**.

*“ The new messaging system was so well received by SSE's customers that they are requesting to opt-in for future communications. The Rich Media Messaging solution vastly improved SSE's customer experience by offering new, innovative and easy ways to pay. ”*

**- Graham Wheeler, Collections Manager**