

Capability Case Study – Telecoms Sector, Collections

With over 16 million UK customers, the client is the largest operator within the UK mobile telecoms industry and is part of one of the largest mobile companies in the world whose subsidiaries and affiliated companies serve over 86 million mobile customers worldwide.

Background

- Client required that their in-house and outsourced collections campaigns improved performance.
- Due to HEROtsc's long-standing relationship with client as well as extensive experience in collections, HEROtsc were given the opportunity to pilot a collections through service campaign.
- The opportunity was for 3 months with 70FTE
- Commenced operations in October 2008 in Dearne Valley (South Yorkshire) site.

Client Objectives

- Collections through service.
- To ensure that customer pays outstanding balance.
- Rehabilitate and retaining the customer to ensure that they remain with client as their provider, preventing disconnect.
- Review their contract and payment options with a positive outcome for customer i.e. ensuring they have the best plan for their circumstances, review of their bill cycle and payment options.
- To ensure accurate credit scoring and release information to rest of client collections estate.
- To help customer avoid bad debt.

HEROtsc Activity

- Circa 180,000 inbound calls per month.
- 365 day service provision (8a.m. -10. p.m.)
- Manage collections call queue for entire client estate & outsourcer providers.

Outcome

- Growth from 70FTE to 110FTE after 2 months
- 5% increase in collections revenue
- Increased collections conversion from 36% to 45%
- Improved first call resolution to the customer by 2%.
- Reduced the call transfer rate from 10.61% to 7.53% enhancing the customer experience.
- Improved credit by £1 for each paid minute
- No. 1 estate leading collections performer in both outsource and in-house partners
- From pilot scheme, client has offered HEROtsc ongoing annual contract.
- HEROtsc shared best practice with In-house teams, allowing them to improve on their collections targets:
 - 36% to 40%
 - First time in-house achievement in breaking 40% mark

Benefits to Client

- Generated 5% additional revenue
- Reduced bad debt to client and increased customer retention
- Improved in-house operations via best practice and training sessions by having the right people with the right knowledge
- Revised targets for 2009 → increased due to HEROtsc success in 2008 campaign
- HEROtsc best practice agent incentivisation schemes adopted by in-house operation.
- New collections forum planned for entire client estate to share HEROtsc's experience and knowledge of collections industry. → improve results.

HEROtsc are innovators in the design, development, deployment & delivery of insightful customer management solutions.



Results

- ↑ 56% FTE growth in 2 months
- ↑ 5% collections revenue
- ↑ 9% collections conversion
- ↑ 2% first call resolution
- ↓ 3% call transfer rate
- ↓ Client bad debt

HEROtsc
1 Central Park Avenue
Central Business Park
Falkirk FK5 4RX
Tel: 01324 575000
Web: www.herotsc.co.uk

HEROtsc are members of:

