



Client Case Study

Client	<i>Company X</i>
Date	2017 - Present
Sector	Financial Reclaims – Credit Control
Campaign Size	10 Agents



The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial Credit Control campaign for their Financial Reclaims Business; PPI Reclaims, PBA Reclaims and Payday Loan Reclaims.

Company X supplied their own dialler, data (None Paying Customers) and a web portal for file updates. They also provided comprehensive Credit Control Training and a call flow. We worked together to develop a crib sheet that provided the Agents with all of the key scenarios they will face and several methods of handling them.

Desired Output

Company X wanted an outsourced team to collect in 20-25% of their overdue fee invoices.

Focussing on the PPI metrics; their historical data showed that 60% of all invoices were paid on time and in full, 20-25% of the invoices were paid in full after a chase process, 10-15% of the invoices required a more challenging conversation and potentially a payment plan. Whilst around 5% of the invoices were never paid.

Before contracting Consumer Links, *Company X* had 25 UK Agents working on this campaign. Their average cost per head in the UK was £2,500.

Company X wanted their SA Agents to take over the initial chasing process and collect the 20-25% (detailed above). This would allow their UK Agents to focus on the more complex and challenging cases.

The Key Metrics they were going to measure the campaign by were very simple:

Total Fees Due %	100%
Fees Collected in Date %	60%
Fees Collected by SA %	25%
Fees Collected by UK %	10%

Costs

Each Retention Agent cost *Company X* £1,000

The total Monthly cost to *Company X* for Consumer Links was £10,000

Actual Output

The Campaign was very successful and as you can see from the below metrics, we have been able to maintain strong collection performance and provide *Company X* with a level of consistency they can rely on.

The work the SA Agents do for *Company X* has allowed them to restructure their Credit Control Dept. They had 25 UK Agents before contracting with us, they now have 20 (10 SA and 10 UK).

The remaining 15 have been able to move on to new and more technical roles; 5 of them have actually created a team that is pro-actively analysing the 5% none payers to see if they can be spotted earlier in the funnel to prevent them becoming delinquent.

Month	UK Collection %	SA Collection %
Nov 2017	25%	11%
Dec 2017	19%	15%
Jan 2018	21%	15%
Feb 2018	15%	22%
Mar 2018	14%	23%
Apr 2018	14%	21%
May 2018	10%	25%
Jun 2018	12%	24%
Jul 2018	11%	23%
Aug 2018	10%	24%
Sept 2018	9%	26%
Oct 2018	10%	25%
Average	14%	21%

Credit Control Costs Per and Post outsourcing with Consumer Links

- Pre:
25 x UK Agents @ £2,500 per head
= Total Cost **£62,500 per month**
- Post:
10 x UK Agents @ £2,500 per head
10 x SA Agents @ £1,000 per head
= Total Cost **£35,000 per month**

Summary

As you can see the campaign was very positive commercially and gave *Company X* confidence that they could restructure their UK Department to allow their UK Agents to move in to more complex and technical roles, without losing any of the performance.

If you would like to know more about how Consumer Links can support your business get in touch

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