



a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.



No. 11

## Providing an SMS system to assist in a collections environment with an ROI of one week

### Background

This Global Finance company sells financial products to millions of customers and despite strict credit referencing there is still the risk of encountering defaulting customers - something which all companies can suffer from.

The organisation's specialist collections department recognised that text messaging could become a valuable addition to its customer contact strategy. Their key idea was that it could drive a call from the customer to the organisation, and then repayment programmes could be established during the call.

### The Challenge

The company set out to find a text messaging solution which met the following requirements:

- Controlled and automated messaging to specific customers
- On-site administration to provide:
  - Sending of messages on an "as and when" basis
  - No reliance on 3rd party text messaging bureau
- User friendly interfaces and minimal effort to send messages.
- Rapid deployment
- Stand alone system with capacity for network integration in the future

### The Solution

Initially ICR's MessageCare system was provided to the organisation for a trial so they could assess its potential and suitability for day-to-day use. The trial proved to be highly successful and the organisation decided that the MessageCare system met their demanding requirements. To enhance the system further just 2 days of bespoke development were required to tailor the application to the client's very specific needs, and to provide additional value adding functions.

### The Benefits

In monetary terms on the most successful day of the trial, the MessageCare system drove customer calls which resulted in arranged repayments by bad debtors equal to one-third of the cost of the MessageCare system. Thereafter the system has repaid its cost many times over.

Additional benefits which have been derived utilising the MessageCare system include:

- Response patterns are fairly immediate which means messages can be sent during quiet periods to generate inbound calls to improve agent efficiency.
- Complete control over message volumes and when messages are sent compared to bureau services.
- Personalisation of messages by inserting data fields held in the database.

Recouped debt using text messaging which was proving difficult to recover via traditional communication media.



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