

Telecommunications **case study**

From a sensitive topic to a smart solution: Rethinking collections in customer service



In 2017, we took over the end-to-end customer service for our client, a German telecommunications company – including the collections management activity that had been established for over 20 years. The main challenge was to smoothly integrate this sensitive area into our service processes. The aim was to process outstanding receivables efficiently while also ensuring customer satisfaction and loyalty in the long term – covering both telephone contact with customers in arrears and written requests, such as changes to bank details or internal queries.

The challenges

Minimisation of
payment
defaults

Increase in
customer loyalty
and
satisfaction

Improving
service quality
through training
and coaching

| How we were able to help



80%

**first call
resolution rate**



1.9

customer satisfaction
(1= very good - 5= poor)



95%

Accessibility

| Our approach



Implementation of a digital payment page that customers can use to settle outstanding amounts directly or make a promise to pay. This not only simplifies the payment process, but also promotes self-determined and smooth interactions – leading to an improved customer experience.



Introduction of a standardised CRM system that makes detailed payment information available centrally. This enabled a more targeted customer approach, shortened processing times and made a significant contribution to increasing the first contact resolution and improving customer satisfaction in the long term.



By implementing an omnichannel approach - telephone, text message, email and letter - the process was adapted so that customer contact could be managed more efficiently. The aim was to avoid unnecessary contacts, direct them in a targeted manner and ideally encourage customers to make contact proactively.



In order to further improve the quality of customer communication in receivables management, targeted training courses were held focusing on dealing sensitively with customers in arrears.

"Thank you very much, you have relieved me of a great burden with the solution. It's great that you've accommodated me and I can definitely fulfil the proposed solution we discussed. You've helped me a lot and now I can sleep peacefully again."



Customer feedback on Capita's service