

# Improving your customers' collections experience with expert analysis



Capita Collections Health Check



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The most successful businesses are constantly innovating to make sure that they meet their customers' expectations and optimise their operations.

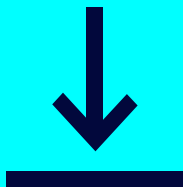
With more people falling behind on payments, firms need to turn their attention to their collections and debt management functions to ensure that they're giving their customers the best possible experience and increasing collections rates while finding cost efficiencies and complying with regulatory guidelines. They also need to be agile enough to respond to spikes in demand for collections management and to help prevent customers from falling into debt in the first place.

At Capita, we help organisations to achieve these goals with our unique blend of deep expertise in collections operations and powerful business analytics.

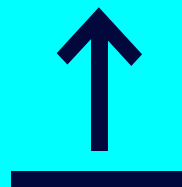
Our award-winning collections experts have helped clients to reduce cost-to-serve by 29% and increase customer engagement by 22%. As the UK's most successful customer management provider, we're ideally placed to support you.

Whether you're rethinking your collections strategy, considering technology enhancements or looking to reduce costs, a Collections Health Check, carried out by our specialists with deep experience in collections and operations, can help you to meet your business goals. A Check allows you to rapidly identify the initiatives that will create the most impact for your business, your customers and your team and to implement a fully costed set of tangible benefits.

## The Health Check enables you to:



Reduce costs



Increase  
collection rates



Provide a better  
customer  
experience



Prevent your  
customers  
getting into debt



Be flexible  
enough to deal  
with both planned  
and unplanned  
demand

# How does the Collections Health Check work?

We deploy our experienced Operational Excellence practitioners and Lean Six Sigma experts to identify the areas where you can make efficiencies, and we draw up implementation plans that we or your team can deliver.

We review every aspect of your operation, including people, processes, customer experience and technology, to identify opportunities for improvement and deliver a set of outputs including:



A comprehensive report outlining detailed findings and recommendations



An implementation plan with key activities and delivery timescales



A cost / benefit analysis and benefits realisation plan.

We conduct a thorough, independent, on- and off-site evaluation of your collections operation to identify opportunities for improvement, aligned to your goals and objectives. A one-day check will help you to identify your high-level opportunities. A longer, more detailed diagnostic will provide the data you need for a more precise cost-benefit analysis.

We identify opportunities for you to improve your operations, focusing on customer experience, process efficiency, effective people management and technological innovation. Our Health Check is tailored to meet your specific needs and to compliment your transformation and change agenda.

# Our approach

Our operations experts collaborate with you to conduct a data-led process in three phases.

This is an illustrative approach that can be adapted to meet your particular business needs.



## 01

Review

## 02

Document

## 03

Deliver





## Phase one: Review

### Engage

During our initial engagement with you, we agree a scope for the maximum impact on collections rates, cost to serve and customer experience.

### Observe

We determine your opportunities for improvement by observing the end-to-end process lifecycle, people engagement and customer engagement.

We conduct side-by-side case observations as staff work at their desks or during remote-working sessions, as well as interviews to evaluate your collections processes, use of technology and operational management practices, and to understand your key operational metrics.

We also observe your customer experience, including how you approach vulnerability and accessibility; and learn how your collections teams interact with other areas of your business.

### Assess

We identify opportunities by studying your operating model, including people, process, technology, management structures and control frameworks.

#### **This includes:**

- Performance against current targets and key performance indicators
- Customer journey, outcomes and experience
- Customer experience and satisfaction data
- Organisation structure and spans of control
- Operational management practices, including productivity management, work management and controls
- Training and quality management
- Continuous improvement activity
- Management Information and reporting systems.



## Phase two: Document

We create a tailored report documenting the results and our conclusions from the insights that we gathered in phase one backed by Capita's promise to deliver.

As expert operations and collections practitioners, our experts anchor their findings in frontline experience and recommend high-impact interventions that will improve your customer experience, lower your costs and improve your collections rates.

Our report uses data to validate the performance of your current propensity to pay / default models and to

understand how you need to modify your current risk assessment tools or create new solutions to reflect changing customer behaviours.

Our data scientists can forecast the impact on your future debt and recovery levels based on different key driver scenarios, all centred on achieving the best outcomes for you and your customers.

## Phase three: Deliver

In phase three, we:

- **Plan** – roll-out of prioritised interventions
- **Deliver** – process improvements, recommendations and transformation plan report.

As well as producing a report that allows you to identify your key opportunities for driving collection rates, reducing costs and improving customer experience, we also provide potential solutions, high-level implementation plans and, where applicable, a cost / benefit analysis that incorporates:

- Recommendations for technology solutions, operational improvements or operating model changes to support your digital and agent-assisted journeys
- How you can use data analytics and segmentation strategies to determine propensity to pay and best time and channel to contact a customer
- Solutions built around a flexible, human-centred approach to individual customers' needs at the point that they interact with you.

**We've achieved nearly 30% growth in collections for a regulated telecoms client.**



To learn more about how a Capita Health Check can help businesses improve customer experience while increasing collections rates, visit our [website](#) or contact your account director.

# Why Capita?

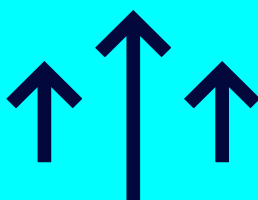
As the leading player within the operational service excellence arena, providing bespoke solutions to multiple sectors since 1998, we're ideally placed to help you to assess and improve your collections performance.



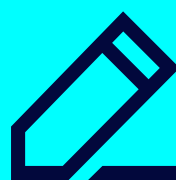
**We're the largest**  
FCA-regulated collections  
business in the UK



**We achieved 30%**  
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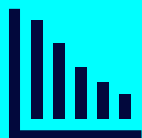
**We collect £5bn**  
**a year for clients**  
across our secured /  
unsecured credit and  
collections function



**Sigma certified**



**More than 2,800**  
Capita staff are working  
across a number of key client  
collections engagements



**We have reduced cost to serve by 29% and increased**  
customer engagement by 22% for our UK clients

## Awards and accreditation




**Use of Technology**  
Customer Experience Awards 2019



**Team of the Year**  
Customer Experience Awards 2019



**Winner: Top Customer Service Partnership Award**  
The Top Companies for Customer Services Awards 2019



As the UK's leading provider of business process management and integrated professional support service solutions, our 63,000 dedicated staff across the UK, Europe, South Africa and India help to make processes smarter, organisations more efficient and customer experiences better. We create better outcomes by applying talent and technology for you, your organisation and your community. Capita is quoted on the London Stock Exchange (CPI.L) and is a member of the FTSE 250.

