



# Improving Early Stage Collection – Reminder to Disconnection

## Project Overview

### Overview:

Client writing off large sums annually adding to overall debt. Early resolution on outstanding receivables was required.

### Problem Statement:

Conversion% of the Reminders to Disconnection for accounts was at 69% for Q1 2014.

**Goal Statement:** To increase the Reminder to Disconnection conversion % from 69% to 80% by Aug'14.

## What we did?



### Dialler switched to Blended mode:

To increase inventory penetration and connect rate



### Exclusive Dialling campaign initiated:

Comprehensive Priority matrix created to increase quicker collections



### Multi channel collections approach:

Reminders SMS's for missed Payments / Direct Debits to ensure on time payments



### Advisor collecting capabilities:

Improved collections with objection handling centric trainings

## Achievements

