CASE STUDY

Sagacity
Part of Accenture Song

Cleansing Core Customer Data for Improved Collections

Client
Large Water Company

Cleanse & Append

Client Situation & Impact

Our client had a large number of accounts with uncollected revenue contributing to a significant build up of debt across the business.

The client was struggling to collect against these accounts as bills and collections correspondence were being ignored by customers. It was also difficult for customers to make contact through other channels such as email or telephone.

This left the client with unpaid bills whilst wasting significant time and staff resources in chasing collections.

Data Health Check

Data Cleanse & Append

Improved Collections

How Did Sagacity Help?

Using our Cleanse and Append solution that references third party data, we assessed the quality of core customer data including name, DOB, phone number and email address.

Starting with an initial health check, we could identify target areas and establish cleanse rules.

The client implemented our updates to 135,000 accounts based on configuration rules agreed, automated quality assurance, and our rigorous manual review and dip-sampling process.

Our data cleanse improved 25,000 names and titles of which 23% were appending forenames for customers with initials only. We also appended 81,000 DOBs, 23,000 emails and 13,000 phone numbers where the existing data was missing or invalid.

Outcome & Business Benefits

£200k cash collected in 6 weeks

Our data quality improvements enabled the client to increase billing accuracy with significant improvements to title, name and address information. This created an immediate increase in collections performance that contributed to a reduction in the client's overall debt position.

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