CASE STUDY

Sagacity
Part of **Accenture** Song

Early Identification of Change in Occupier and Tracking Where Customers Move To

Client

Large Water Company

Property Moves

Client Situation & Impact

Our client had a significant number of accounts they had problems collecting payments from.

They had concerns over their processes for moving out and moving in customers from the properties where they are supplying services.

Historic Move Ins

Gone Aways

Identify Occupiers

How Did Sagacity Help?

We performed an initial customer data cleanse and property address match to allow us to analyse the data in detail.

This resulted in multiple outcome scenarios and we segmented the base to identify remedial actions required. This included:

- Customers that had been incorrectly moved in and never been resident
- Customers that are no longer resident at the property
- Customers that are traced to a forwarding property
- Customers that are validated at the property
- New customers identified and moved into the property

Where applicable, we were able to provide a forwarding address for previous occupants for the accounts under investigation.

Outcome & Business Benefits

£2.1m reduction of bad debt
£1.6m new revenue generated

The client benefitted from:

- Increased collection rates
- Reversed incorrect customer billing
- Tracing customers in arrears to a forwarding property to collect debt
- Billing newly identified occupiers, generating additional revenue
- Improved customer experience and reduced complaints

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