CASE STUDY

Sagacity
Part of **Accenture** Song

Reducing Debt on Finalled Accounts

Client
Large Water Company

Collections

Client Situation & Impact

Our large water client was becoming increasingly aware of a growing debt problem on customers moving out and leaving unpaid bills. This was becoming a significant proportion of their monthly bad debt.

How Did Sagacity Help?

Using our expertise in the water industry and proprietary software, we conducted detailed analysis on 156,000 final accounts and identified 7,800 customers that still had an account with our client.
Our team delivered:

- a new customer contact strategy
- bespoke customer correspondence
- a query handling process for customer service agents
- transfer of debt across accounts
- ongoing control and monitoring process

Final Accounts Analysis

Move Out Process Improvements

Customer Communications

Outcome & Business Benefits

£2.5m of debt transferred

Our client was able to recover 90% of the debt transferred across the customer accounts with negligible impact on their operation or customers. In addition, the accounts were recalled from the Debt Collection Agencies resulting in a significant saving on third party fees.

The outcome was as follows:

- £2.5m transferred to live accounts, reducing bad debt
- 250 inbound queries from customers
- 6 customer complaints from 7,800 impacted customers

We supported our client in making improvements to their customer move out process, reduce bad debt and enhance the customer experience.

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