CASE STUDY

Sagacity
Part of **Accenture** Song

Bill Payer Identification for Domestic Properties

Client

Large Water Company

Resident Identification

Client Situation & Impact

Our client experienced a large volume of debt associated with void properties and were billing customers in the name of 'The Occupier'.

The major water company needed to accurately identify occupiers at the properties in order to improve collection rates for the services provided to their customers.

Property Analysis

Resident Identification

Confidence Scoring

How Did Sagacity Help?

Using our proprietary Resident Identification solution, we enabled our client to accurately identify occupiers for their properties that were previously recorded as void.

From analysing the customer base, 68,000 new occupiers were linked to void properties and provided to our client.

Using our scorecard, 36,000 were categorised as 'high confidence' occupiers that could be billed automatically by our client.

In conjunction with our client we developed a new communications strategy to address the medium and low confidence occupiers who were assigned a billing account at a later date.

Outcome & Business Benefits

£3m cash collected in 90 days

We measured the outcome of the 'high confidence' occupiers and 17,000 new occupiers had made payments totalling £3m within 90 days.

Our client did not experience an increase in customer contacts or complaints.

A further £1.5m was collected within 6 months from occupiers in the other categories.

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