

# Digital first collections

# sooth consulting - our services



1

## Service strategy

We assess your existing strategy, help design your future strategy especially around digital service experiences

[Tell me more](#)

2

## Building cultures

We support you to deliver cultural change around your service teams and operations to drive engagement

[Tell me more](#)

3

## Improving performance

We deliver solutions and interventions that deliver on improving performance across your teams to achieve KPIs

[Tell me more](#)

# Pure Planet - renewable energy supplier



Energy supplier serving Great Britain

B2C offering

100% renewable electricity

100% carbon offset gas

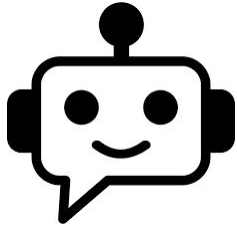
Team of just under 200 people

Nearly 250,000 customers

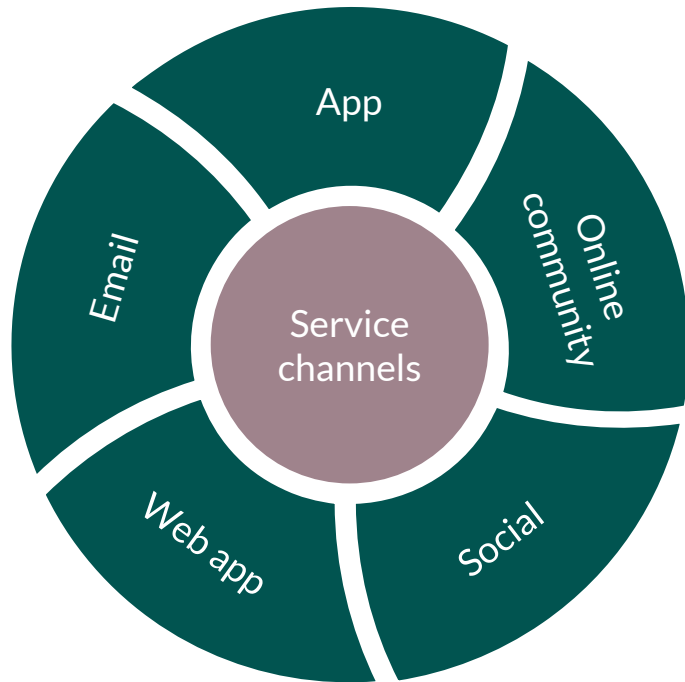
Low cost service model - 100% digital

No inbound calls; only chat, email and social





# Digital by design



Conscious channel choices

Built around effortless interactions

Chat offered via app and web app

Social - Facebook and Twitter

Large online community - peer support

# Our approach to collections

Small in house team - majority outsourced (UK and South Africa)

Maintained the digital first approach - using all our channels

Our vulnerable customers could also book a callback via the app and web

All agents could initiate outbound call, SMS and email customers

Also used digital letters for specific campaigns

Segmented customers and built targeted automated experiences

Focused on driving self-service to reduce headcount requirement

# Results

For every £1 spent we got back £11 - £14

Low ratio of agents per customers in collections journeys

Very high customer engagement and paying within the collections journey

Utilities Collections Experience - winner

Customer Engagement - winner

# Looking forwards

Transient financial vulnerability will increase

People who have never struggled will struggle

Increase in inbound demand to discuss accounts and payments

Increased need for negotiation with customers

Budget management pressures

Promotion of digital self service, AI and robotics





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