

WATT'S NEXT?

Transforming Debt Collection and
Contact ability for a leading
Electricity Supplier

Client Overview

An Electricity Supplier, headquartered in Johannesburg, South Africa, plays a pivotal role in the nation's power infrastructure. Operating across the entire electricity value chain, the Supplier ensures electricity generation, transmission, distribution, and sales.

Our collaborative effort aims to enhance debt collection and contactability strategies, aligning with the Supplier's commitment to providing reliable service.



Situation Analysis/Background

Being a key participant within the Southern African Power Pool, the Electricity Supplier is a vertically integrated electricity provider. Its core activities encompass electricity generation, transmission, distribution, and sales, supported by a network of power stations and infrastructure. This case study addresses the challenge of debt collection, specifically for active and terminated Light Power Usage (LPU) and Stopped Power Usage (SPU) accounts within the Gauteng and Cape Coastal Areas. The objective was to recover outstanding debt from defaulting customers and facilitate efficient communication.

Key Challenges

The Electricity Supplier faced two primary challenges:



Inability to Contact Clients

A significant number of customers were uncontactable, hindering debt collection efforts.



High Volume of Non-Paying Clients

A substantial proportion of clients were not fulfilling their financial obligations.

Solution Provided

To address these challenges, a robust solution was implemented, centered around advanced technologies and effective processes:



Trace Systems

Leveraging trace systems to locate and contact previously uncontactable clients.



Predictive Analytics and Machine Learning

Utilizing data-driven insights to optimize debt collection strategies and enhance contactability.



World Class CRM System

Integrating the debtors' information into an advanced CRM system for efficient management and resolution.



Integrated Dialler Solution

Employing an integrated dialler system for streamlined communication with debtors.



ISO Accreditation

Adhering to ISO standards, ensuring quality and consistency in the debt collection process.

Implementation Highlights

Successful integration of delinquent debtors into the internal CRM system.

Regular inflows of new accounts due to effective debt collection strategies.

Automation of data exchange, enabling seamless communication and documentation.

Deployment of trained and motivated teams to execute the client's vision effectively.



Results Achieved

The implemented solution yielded substantial positive outcomes:



Improved Contactability

Enhanced trace systems and predictive analytics enabled effective communication with previously uncontactable clients.



Increased Collection Yield

Collection performance surpassed client expectations, resulting in improved debt recovery rates.



Higher Paying Account Ratio

The ratio of paying accounts saw a notable increase due to targeted strategies.



Debtor Query Resolution

Successful resolution of debtor queries eliminated reasons for non-payment.



Regular Reporting

Provision of consistent and insightful reporting to Supplier for transparent tracking of progress and results.



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