



## EDF Energy uses rostrvm OutBound predictive dialler to enhance customer debt management.

### Industry Sector

**Energy Utility**

**Debt Management**

### EDF Energy

EDF Energy is one of the largest energy companies in the UK, generating around seven per cent of the UK's electricity, and employing nearly 13,000 people. Over a quarter of the UK population depends on EDF Energy for their electricity. One of the less glamorous but nevertheless vital tenets of this huge business is debt collection.

The telephone has proven to be an effective method for collecting this debt, as it offers immediacy and implicitly demands a response in a way that a written reminder cannot hope to do. By linking the psychology of the phone call into the efficiencies offered by a quality dialler, EDF Energy saw the potential benefits available.

### The Challenge

EDF Energy had historically used outbound agents to manually call customers by sifting through paperwork so the dialler was seen as a way of cutting down the processing time and enabling greater management control over the calls being made.

### The Solution

Thanks to an existing relationship with Rostrvm Solutions and proof that its dialler could cope with the volume, it was installed in 2003 at EDF Energy's site in Exeter.

"We ran it for a year and it quickly proved its worth," explains Kevin McKay, outbound dialling team manager at EDF Energy.

"Since then we have significantly increased the volumes of customers we are contacting through the dialler and the results have been very encouraging. When you ring a customer just after they have received their traditional reminder, there's up to a 40 per cent success rate of making contact and conducting a debt collection transaction.

### Project Objectives

To enhance the productivity of the outbound debt collection team to increase cash flow, secure customer future usage and avoid the need for any further debt collection activity.

"The quality of the rostrvm product and support given by the rostrvm team fully fits EDF Energy's needs"

Kevin McKay,  
Outbound Dialling Team Manager  
EDF Energy

To find out more call us on **0800 6122 192** or visit [www.rostrvm.com](http://www.rostrvm.com)





### The Results

Kevin says the goal here is to increase cash flow, secure customer future usage and avoid the need for any further debt collection activity. The signs are good. "Agents are collecting substantial values per month in hard cash via debit card or completing a direct debit over the phone. If we waited for a response from a paper based reminder, we could wait a week, 14 days, or longer."

With a greater understanding of the times when these calls are most effective, EDF Energy have been able to recruit additional staff to further improve performance and fully utilise desk space at traditionally quieter times in the office.

There are plans within EDF Energy to further develop the scope of the outbound dialler within its collections function and as Kevin describes "the quality of the **rostrvm** product and support given by the **rostrvm** team fully fits EDF Energy's needs".

"We have significantly increased the volumes of customers we are contacting through the dialler and the results have been very encouraging. When you ring a customer just after they have received their traditional reminder, there's up to a 40 per cent success rate of making contact and conducting a debt collection transaction"

#### rostrvm software used

- rostrvm OutBound
- rostrvm CallGuide
- rostrvm ControlCentre
- rostrvm SuperVisor

#### Proactive contact

The telephone has proven to be an effective method for collecting this debt, as it offers immediacy and implicitly demands a response in a way that a written reminder cannot hope to do

To find out more call us on **0800 6122 192** or visit **www.rostrvm.com**

rostrvm®, CLIPboard®, Invex®, Switchless®, CallManager®, AdVisor®, rostrvm CallGuide®, ScreenPhone®, OutBound®, CallDirector®, rostrvm CallBroker®, ControlCentre®, InterAct®, AutoAgent®, ToneType®, rostrvm AuditLog®, ReportWriter®, SuperVisor®, and rostrvm InterFace® are registered trade marks of Rostrvm Solutions Limited

