

# Case study: Anglian Water

Enhancing collections for  
sophisticated water operator



**anglianwater**

Martyn Oakley, Customer Services Director at Anglian Water commented, "Experian is a trusted partner to our company and we looked to them to give us the market leading technology and business consulting expertise we needed for our business."

"The business review identified opportunities, ensured we understand the potential benefits and created a roadmap to leverage these opportunities across our organisation."

## Anglian Water

Anglian Water is the largest water company in England and Wales, covering more than 18% of the country. It provides waste and wastewater services to more than five million domestic and commercial customers in the east of England and Hartlepool. The company's aspiration is to become a frontier company within the water industry.

### Business challenge

Without the threat of disconnection the water industry faces unique challenges in the consumer marketplace. Water companies need to have a highly targeted collections strategy and the ability to carry out collections activities at maximum speed and minimal cost. Anglian Water wanted to substantiate the potential business benefits so it could secure investment and continue the transformation of its existing operations and processes.

### Solution

Anglian Water invited Experian to carry out a consulting review of its end-to-end collections processes following the implementation of Tallyman, Experian's market leading collections platform.

The scope of the review covered collections functions across the organisation, including a review of policy, strategies and processes for early and late collections and litigation.

### Results

A detailed report highlighted opportunities to enhance capabilities in all areas and where and what level of investment would be required to realise the benefits identified.

### Potential benefits identified

- Increase efficiency, reduce costs and maximise resources by further leveraging existing infrastructure
- Enhance decisioning with a more analytical approach to collections strategy
- Improve case load targeting with scorecards within the collections process to prioritise cases
- Reduce debt ageing and target risk groups using a decision engine to implement scorecards and segmentation for more accurate strategy
- Improve the customer experience for lower risk segments by appropriate targeting of collections actions
- Reduce provisioning and bad debt with more effective collections actions