

Case study: Anglian Water

Proactively managing arrears for
the UK's largest water provider



anglianwater

“Experian has made us more agile, flexible and effective in our debt recovery strategy.” Said Martyn Oakley, Customer Services Director at Anglian Water.

“We can now understand our customers in arrears including identifying customers who might be in difficulties and ensure that our contact with them is both personalised and appropriate.”

“Experian provided excellent support in implementing and configuring the system for our needs and has helped us to be more targeted in managing, collecting and reducing customer debt.”

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

Anglian Water had been managing collection through its billing system. With levels of debt expected to rise as the economic crisis worsened, Anglian Water recognised that it needed to make its collections system more effective and efficient.

Solution

After an extensive market review Anglian Water chose Experian's Tallyman collections management system.

The system has enabled the company to take a proactive approach to collections, with a far more targeted approach to every customer in order to maximise recovery and minimise write-off, as well as providing the excellent customer service it is committed to.

The system enables Anglian Water to gain insight into delinquent customers through risk scoring and then segment them into distinct groups.

Results

Anglian Water opted for a rapid implementation of Tallyman to enable them to gain early benefits. Deployed in less than 6 months, business users were then able to extend the system and apply changes to the live system quickly and easily, in order to provide the optimum debt management solution for Anglian Water.

- Cost to collect reduced with the most effective actions prioritised and automated activities
- Reduced average debt by the recovery of more balance from each customer
- Reduced bad debt and losses and increased working capital with higher recoveries
- Recovery rates increased with an increased focus on the actions that will produce results
- Number of cases handled increased with the same resourcing levels
- Improved staff productivity
- Continually monitoring and improving the performance of the arrears book