



FINANCIAL RESILIENCE UNLEASHED

Transforming Collections
with Precision



Client Overview

Hailing from the heart of South Africa's bustling financial landscape, the Card Division of one of the country's Leading Banks stands as a paragon of excellence in the banking industry. They have a relationship with CSS for over 15 years. The bank has been around for more than 180 years, and as a frontrunner, their Card Division plays a pivotal role in shaping the financial experiences of countless customers. This case study chronicles our enduring partnership, highlighting collaborative efforts to optimize collection and litigation performance amidst challenging economic conditions. The Bank's commitment to innovation and customer-centric solutions has consistently positioned them as a leader in the ever-evolving financial landscape of South Africa.

Situation Analysis/Background

In the dynamic landscape of banking, the Card Division of South Africa's oldest bank faced the challenge of optimizing collection and litigation performance. As economic pressures increased, the goal was to reduce the percentage of written-off accounts due to non-payment and efficiently fast-track customers to legal channels when showing intention to pay.

Key Challenges

Navigating the financial landscape, the Card Division of South Africa's oldest bank faced challenges intensified by external economic fluctuations. The unprecedented impact of the COVID-19 lockdown and lingering repercussions from the 2008 subprime rates added complexity, affecting customer stability. This global crisis heightened urgency for strategic debt collection interventions. Coupled with an inflation rate surge, these challenges required innovative solutions for optimizing collection and litigation performance, ensuring financial resilience and precision amid economic uncertainties.

Solution Provided

To address these challenges, a comprehensive approach was implemented, integrating various strategies and technologies:



Robust Campaigns

Leveraging dialer-driven campaigns to enhance vintage performance and activation.



Quality Assurance

Maintaining high-quality customer service through call assessment, training, and coaching.



Customer Education

Building trust by educating customers on the benefits of paying their accounts.



Consequence Communication

Highlighting the consequences of non-payments and offering rehabilitation solutions.



Remapping Customer Journey

Adjusting communication strategies in response to the economic situation.



Alternative Payment Solutions

Introducing in-app payments and instant card payments for customer convenience.



Debi Check Runs

Successfully implementing Debi check runs in the call center for efficient transactions.

Client References

The Bank's Legal Recoveries team expressed their gratitude for the efforts over the past years and expressed satisfaction with the outcomes. The success of the project was a testament to the collaborative efforts and innovative strategies implemented to navigate challenging economic conditions. This case study outlines how strategic campaigns, customer education, and technology implementation successfully optimized collections for the Card Division of one of South Africa's leading banks, positioning them as a leader in legal performance despite economic challenges. The positive feedback from the Bank's Legal Recoveries team underscores the impact of our collaborative efforts.



Results Achieved

The implemented solutions yielded remarkable outcomes, with the Card Division securing first place on numerous occasions using our dedicated legal firm to ensure the hybrid model of calls centres, complimented with legal enforcements turn idle assets into valuable cash flow. The achievement reflects the collaborative efforts and innovative approaches taken to optimize collections, solidifying the Card Division's leadership and proficiency.



Contact us to discover how we can achieve similar results for your organisation:
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