

Case Study: Voicebot increases call capacity and debt collection success rate

Automated calling and debt collection using a virtual assistant

Client: De Vries Group, a.s.

Period: preparation September to October 2020, launch 31 October 2020

Main Achievements: a larger number of outgoing calls without the need to increase costs

"When the opportunity arose to work with VOCALLS and test their voicebot in a call center in the debt collection process, we were very happy. We are now testing and fine-tuning the operation, but already at this stage we have been able to increase the efficiency of our contact center by being able to make multiple calls at once using the voicebot. The virtual assistant can conduct calls with a similar quality to our human operators and will transfer the call if it doesn't understand. We are also working with VOCALLS to deploy the voicebot on the inbound line and look forward to working with them again."

Bc. Jana Kavalírová, Team Leader

Growing efficiency of paid receivables

362%

Cost optimization

Pay-per-minute calls

Capacity flexibility

Handling multiple orders

Description of the Client / Client:

De Vries Group, a.s. as a debt collection agency is the successor of the company De Vriess Justitia, which has been operating since 2012 in many European countries and not only here. They have debt collection experience from the Czech Republic, Slovakia, Poland, the Netherlands, Spain and Georgia.

Goals:

Increase right party contact and the number of contacts called • Optimize costs while maintaining scale • Increase efficiency: converting pledges into actual paid receivables • Enable day-to-day acceptance of large occasional contracts

Challenges:

De Vries Group, a.s. often handles large-scale occasional contracts. Therefore, they need to be very flexible in responding to the needs of their clients and adapting their capacities to them. Therefore, De Vries Group, a.s. started looking for a technology that would allow them more flexibility.

After a previous experience with another provider, De Vries Group, a.s. reached out to VOCALLS. Together, we clarified the goals and needs that our technology would fulfill at De Vries Group, a.s. and the contract was smoothly taken over from the previous provider. Within two months of the start of our cooperation, we were able to launch the campaign and the result was a successful virtual agent with the ability to collect debts just like its human counterpart.

Technical Solutions and Implementation:

The role of the virtual assistant for De Vries Group, a.s. is quite specific. It is necessary to work with the clients delicately and in such a way that pledges to pay the debts are converted into actual paid receivables. The voicebot also helps with the agreement about when and how the payment will be made.

The call script is a key element of success in this case, that is why it is carefully consulted with De Vries Group, a.s. and several phases of testing take place before the voicebot is deployed. Even after the launch of the virtual assistant, we analyze the results to date, consult them with De Vries Group, a.s. and adjust the content to make the voicebot work as efficiently as possible.

Results:

The De Vries Group, a.s. has seen an increase in right party contact since the deployment of the voicebot in the contact center.

The virtual assistant can handle a large number of calls at the same time and can filter out those in which clients are unreachable for a long time, thus saving human operators work and time. Thus, operators call only those clients which are available and can make arrangements to pay the debt.

The number of agreements and actually paid debts has also increased, as the voicebot can make arrangements with the clients it reaches to pay the debt itself. Its results were also continuously compared with human operators. The efficiency of the voicebot is comparable to them, and in certain weeks the voicebot performed even better than its human colleagues.

Therefore, the biggest added value is that the voicebot's efficiency is comparable to, and in some cases even higher than that of the human operators. Compared to them, however, it is cheaper because it is only paid per call made and not for the time it spends calling clients who do not answer.

Results Summary

- Increasing efficiency: in the third month of operation, the value of paid receivables increased by 362% compared to the first month (from 130,000 CZK to 600,000 CZK)
- When compared with human operators: the efficiency of the voicebot is comparable or even better
- Capacity flexibility: the ability to accept new contracts immediately
- Cost optimization – unlike the human operator, the voicebot is paid only for the minutes when it actually talks to the customer