

A man with dark hair and a beard, wearing a blue denim shirt, is sitting at a wooden table. He is smiling and talking on a mobile phone held to his ear with his right hand. In front of him is a laptop. The background is a blurred office or cafe setting with warm lighting.

**How a leading British
Telecom giant
exceeded its cash
collection targets**

Client Description

- Client - **Leading British Telecom Giant**
- Industry type - **Telecom**
- Core Business - **Information and Communication**
- Geography - **Americas, Europe, Asia, Middle East and Africa**
- Annual revenue - **£23.746 billion (2018)**

Challenge

The leading British Telecom giant was facing High state regulations that affected the collection and recovery processes, leading to low operational efficiency. There were recurring issues with missing payments in managing collection operations that were affecting the customer experience.

There were also challenges with collection of renewal fees per collector due to inefficient operations.

Solution

Wipro Collections-as-a-Service helps manage both business and consumer debt collections. Wipro has strong expertise of managing Collection and Recovery operations for customers across the industries. Wipro's solution for the client included:

- Leveraging process excellence tools and advanced analytics to improve the overall collection process like using RPA for sending email/letter reminders of pending payments
 - o Reducing incoming calls across the collection lifecycle through the deployment of virtual chat bot to resolve customer queries

The client achieved a 15% reduction in debt and 40% improvement in tracking missed payments via Automation

- Delivering high operational efficiency with our integrated offering of automation, process engineering and data management

Business impact:

Using Wipro's Automation solution, the client achieved improvement in cash collection and in tracking missed payments.

The business impact resulting from the solutions included:



15% improvement in yearly cash collection, leveraging our business accelerators



15% improvement in both business and consumer debt collections via automation, AI, and our domain expertise



40% improvement on missing payments

“The client succeeded in significantly driving down its non-paid consumer customer churn using Wipro's automation solution. Overall, the company achieved reduction in operational costs by 31-40%”

Gurpreet Bajwa,
Practice Head – Collections, Finance & Accounting

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