

Vilcol

Established in 1988, Vilcol is a national outsourced credit management company that assists companies with effectively managing their credit control cycles. Vilcol prides itself on addressing bad debts with minimum delay ensuring strong cash-flow for all customers. Noble CCS provides contact centre technology so that Vilcol can maximise the efficiency of their representatives and create highly targeted, customised collection campaigns specific to debtor type.

Established in 1988, Vilcol is a national outsourced credit management company that assists companies with effectively managing their credit control cycles. The company initially started out as an investigations agency, but for the last five years has focused more on collections. The company employs 32 people at its facility in Surbiton, Surrey, of which 15 are active collection contact centre representatives .

Vilcol differentiates itself from other collections agencies, not only by collecting debts quickly, but also by effectively locating the debtors in the first place. Known in the industry as “trace and collect”, this method means that each contact centre representative handles their own accounts and calling lists from start to finish, so they can build a rapport with each debtor.

This approach ensures a high “promise to pay” ratio and enables Vilcol’s customers to be paid ahead of any other collector that may be chasing them. Vilcol views this representative/debtor relationship as the key to the success of its business. However, the manual dialling system did have problems, Managing Director at Vilcol, Steve Rowlands explained, “Due to busy and unavailable lines, our operators were taking several minutes per call to find each live contact. This was very inefficient and I knew from my own research that installing a new contact centre solution could reduce the call time to a few seconds, making us far more competitive”.

However, increasing the call per contact centre representative ratio was not the only problem faced by Vilcol. Rowlands added, “We do not run a typical call centre with a series of large scale campaigns. Instead, each contact centre representative runs their own campaigns tuned to the specific debtors that they have been assigned. This meant we wanted a solution that could maximise call volumes but at the same time have the ability to customise calls so that contact centre representatives could maintain a sense of continuity with their own debtor list.”

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CLIENT PROFILE

Industry	Credit Management
Applications	Debt Recovery
Solutions	Noble CCS
Features	Inbound and Outbound, Management Console, Custom Scripts, Real-time Monitoring, Reporting

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Steve Rowlands
Managing Director

In order for contact centre representatives to have all the debtor's details on-screen, it was also necessary for any contact centre management solution to integrate fully with Vilcol's current in-house credit database management system. The database contains information such as history of each caller including credit terms, outstanding monies, previous call history and promise to pay records.

Vilcol looked at systems from four different vendors before finally deciding on the CCS technology. Steve Rowlands commented, “What really impressed me was that they

were prepared to listen to my problems, rather than try and convince me that an “off the shelf” package would work. We are not a typical call centre so I prepared a specification and they proposed a solution that exactly matched that specification.”

The CCS system was customised to allow Vilcol's contact centre representatives to run each account as a unique campaign. According to Rowlands, another key reason for the selection of CCS was due to the product's open platform architecture that supported the capability to integrate with the Vilcol credit management system. Rowlands added, “The company's attitude was fantastic. Not only did they perform all the additional software development to integrate the two systems at no extra cost, they even paid for our technical engineer to visit their office to help with the development.”

Since the CCS system has been installed Vilcol has doubled the number of calls made to debtors every month. Rowlands commented, “Unlike a traditional call-centre operation, our representatives are in charge of their own cases and therefore create their own call lists. In the past they might get through 70 - 80 calls per day, but now they can get through over 180 calls per day. If they pass their call target, they can then move onto new work which for them, means more money and greater motivation” Rowlands concluded, “The key factors I like about the CCS system are its versatility and reliability. The technical staff are extremely helpful and treat you like every day people rather than computer experts. They have managed to exceed my expectations and have met all our contact centre requirements.”

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact centre technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 2,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® Solution includes advanced ACD and predictive dialling; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting and workflow, workforce management, and real-time reporting and management tools. Call +44 (0) 161 772 7100 or visit Noble Systems online at www.noblesys.com.

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