

Taking the effort out of debt recovery and benefit adjustments

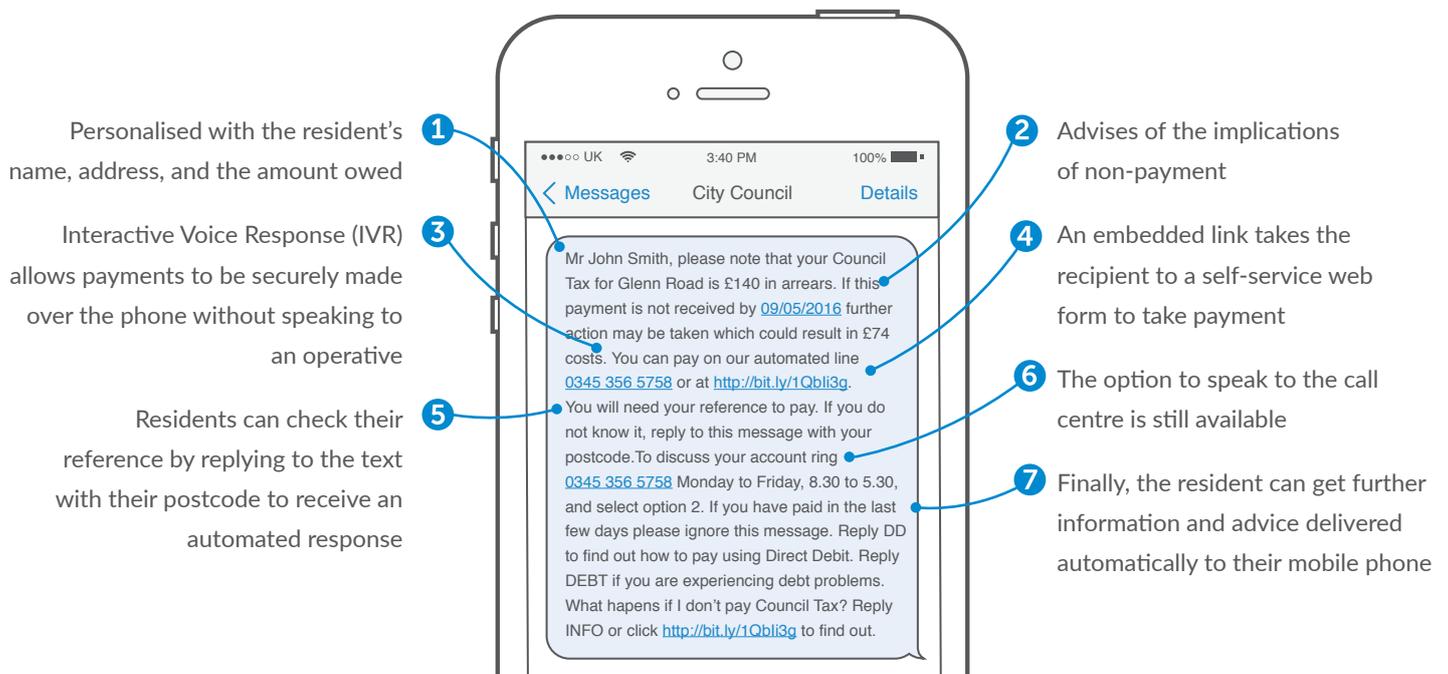
How Esendex's automated workflows work

Council Tax Collection

For one council, adopting SMS as a means of chasing late payment of council tax led to a dramatic reduction in the volume of letters sent, and less time taken to collect overdue debt.

Initially, the SMS reminders were designed to direct residents to a call centre who would manage the payment process.

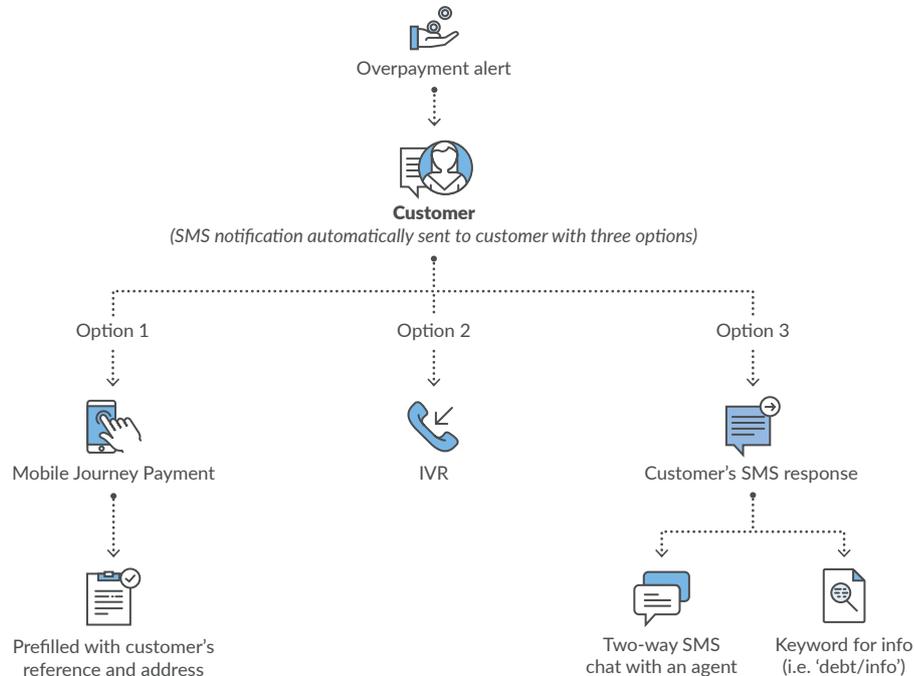
More recently, the Esendex team developed an enriched SMS solution to take the emphasis off inbound calls, and give residents more options for self-service.



On average 29.4% of SMS recipients make a payment, of which 87% are made through self-service

Benefit Adjustments

Our API makes it simple for councils to notify benefit customers of overpayments and make it easy for them to pay the money back.



The workflow starts with an SMS automatically generated from a signal in the council's Revenues and Benefits software, which uses a series of customisable templates to create a personalised message for the customer.

They're offered three options for repayment: firstly, a link to a Mobile Journey, a personalised online payment portal, specifically designed to be simple to interact with on a mobile.

Secondly, the customer can make a payment over the phone, using Esendex's secure Interactive Voice Response (IVR) technology.

Finally, the customer can engage with the council via SMS; either two way live conversations with an agent, or by texting a keyword to receive an automated response (such as 'DEBT' which can prompt information on how to handle difficulties making repayments).

If you want to find out more or are interested in the services provided by Esendex you can get in touch via telephone, email, or find us online.



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