



Local Authority Income Accelerator & Enforce Income.

Destin Solutions Open Day

Using intuitive customer communications to enhance income.

Adopting behaviour automation to create efficiencies & positive outcomes. ***Telsolutions – Always go a little further***

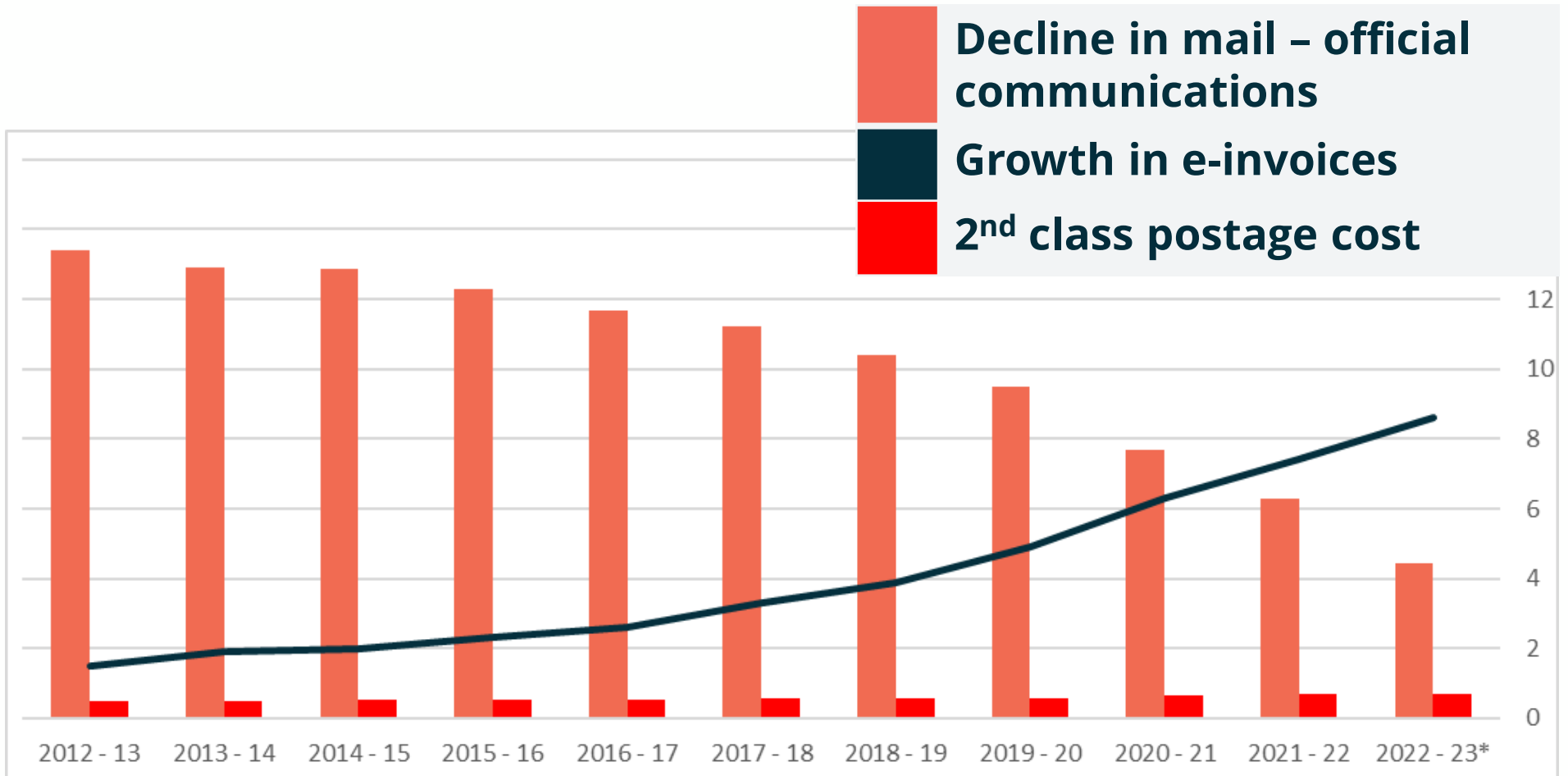


Your life in your pocket

Direct to the individual
Higher reaction rates
Faster reaction rates
Lower cost per contact



Mail decline & migration to digital



Source: Annual Monitoring Update for Postal Services Financial Year.



SMS Text Messages aren't private or secure

Loss of trust in basic reminder SMS Text messages is affecting recovery rates

Scam text messages increase by nearly 700% in first six months of 2021

In March 2022, spam texts rose 28% from February 2022 and increased by 1,024% from April 2021

In 2020, the average number of spam texts received by an individual was 14.7.

The average rose 15% in 2021 to 16.9

**Scam text messages outpaced scam calls in 2021.
While there were 72.2 billion scam calls in 2021, there were 87.8 billion scam texts.**



Pay link performance

Pre Pandemic 1100 live campaigns (2019 - 2020) x 500 case average load

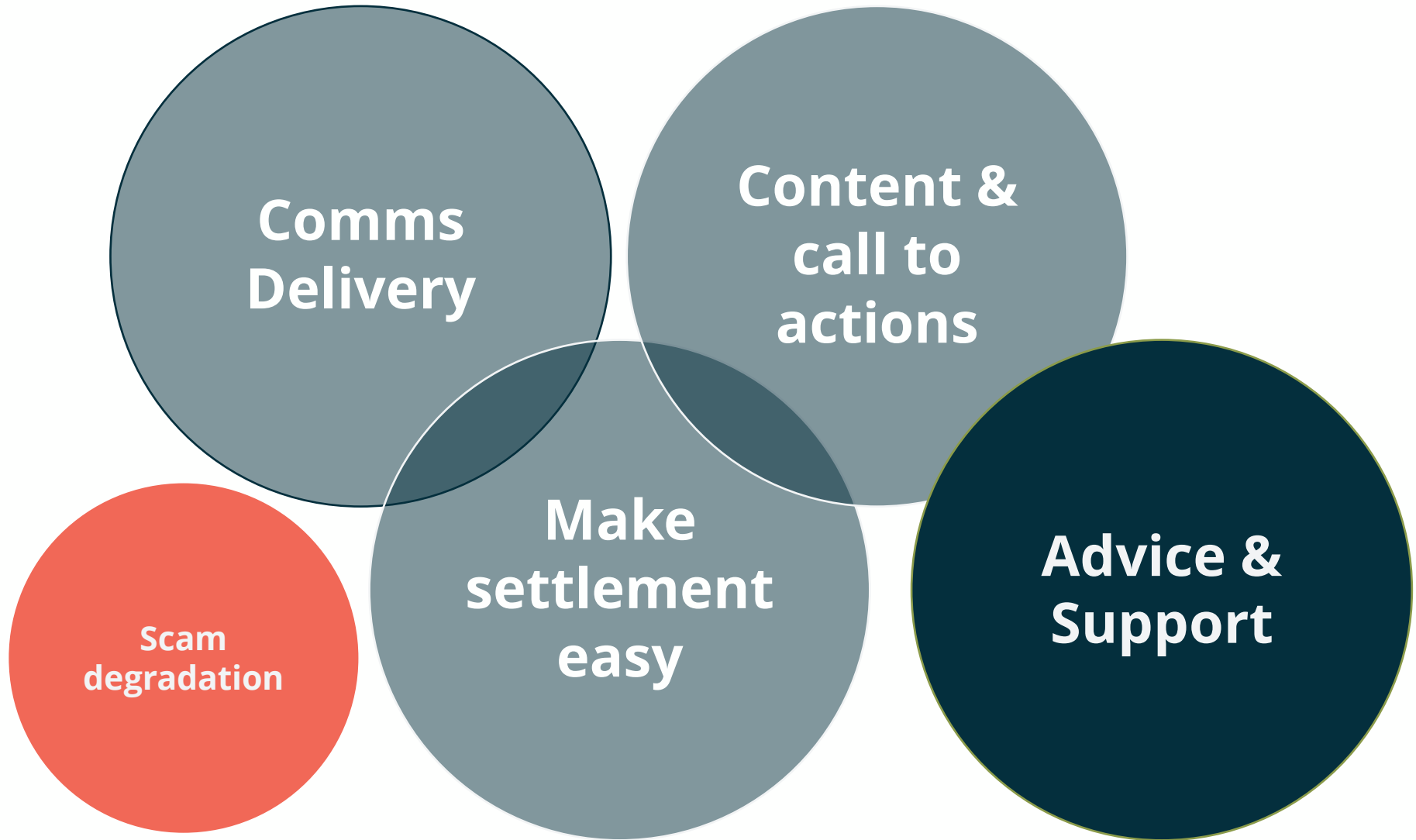
Standard services	28 Day response cycle					Responses	
Basic SMS Text link activation	57	36	14	0	0	107	21%

Post Pandemic Results - 450 live campaigns (2022) x 500 case average load

Standard services	28 Day response cycle					Responses	
Basic SMS Text link activation	33	33	4	0	0	70	14%



Debt Collection Performance



It started digital but customers went backward

A customer's first stop is digital, even those that call

90%

of phone calls
begin in digital,
but they leave
when they can't
find what they
need

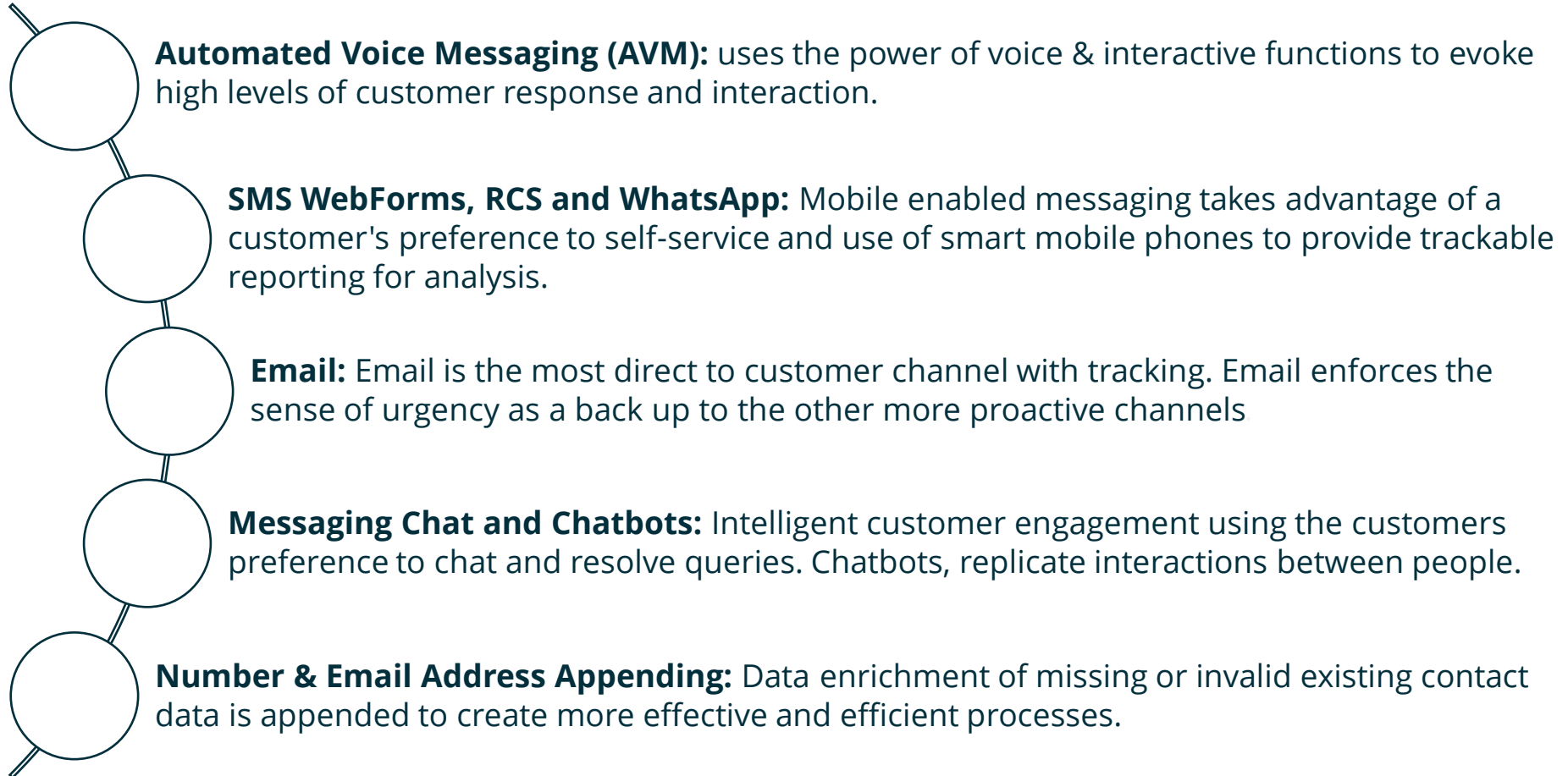


Digital communication objectives

- Introduce services that replace traditional mailed postage, manual calls & basic SMS texts.
- Use proven & more effective customer engagement tools that reduce inbound call volumes, whilst increasing customer self service.
- Use independent process automation and AI replacing mundane tasks and create clear measurable efficiencies.
- Use digital reporting to understand customer behaviours, habits and vulnerabilities getting to the heart of matter.
- Achieve digital migration goals with live data enrichment. 'Email & Tele-appending'.



Technology – combined services achieving results



Messaging - SMS WebForms

Pleasant Valley Council DEMO:

Dear Mrs Smith,

We are contacting you regarding an urgent matter regarding your Council Tax account *****352. For more information please click here <https://textm.co/t/bsxug95df42>

Please do not ignore this message.

Thank You.

Daniel Pearce
Revenues & Benefits Manager

Text:

PVCC – Revenues Example
SURVEY – Survey Example
Student – CTAX exemption

07860 019301



This is an important message from Pleasant Valley Council about your Council Tax Account *****352

We are keeping your information safe with industry standard protection, therefore to access this message, please enter your full postcode below and click Proceed.

If you have any concerns whether this message is genuine, please visit the Council's website: <https://www.haringeyexample.gov.uk>

Proceed

DPA page with instant language translation for customers.

Select Language

Powered by Google Translate



Pleasant Valley Council

Bringing communities closer

Live Chat

Property reference: 7876255422
Account Reference: GFX188352
Outstanding balance: £233.37

Mrs Grace S
84 Green
Ha
E
CM195QE

Dear Mrs Smith,

Your Council Tax is a priority bill - pay today! Please use the links below.

Online Payment

Pay via online banking

Telephone Payment

Schedule a call

Debt Advice & Support

Pay by cash @ Paypoint



98261346146000005

Activity tracking on links and chat options.

Open banking payments (OBP's)

Dear Mrs Smith,

A liability order has been issued against you for non-payment of Council Tax.

Your Council Tax is a priority bill - pay today! Please use the links below.

Open banking directly,
accesses your banking
App



Online Payment

Pay via online banking

Telephone Payment

Schedule a call

Debt Advice & Support

Message us



Fix this with Rich Communication Services (RCS)

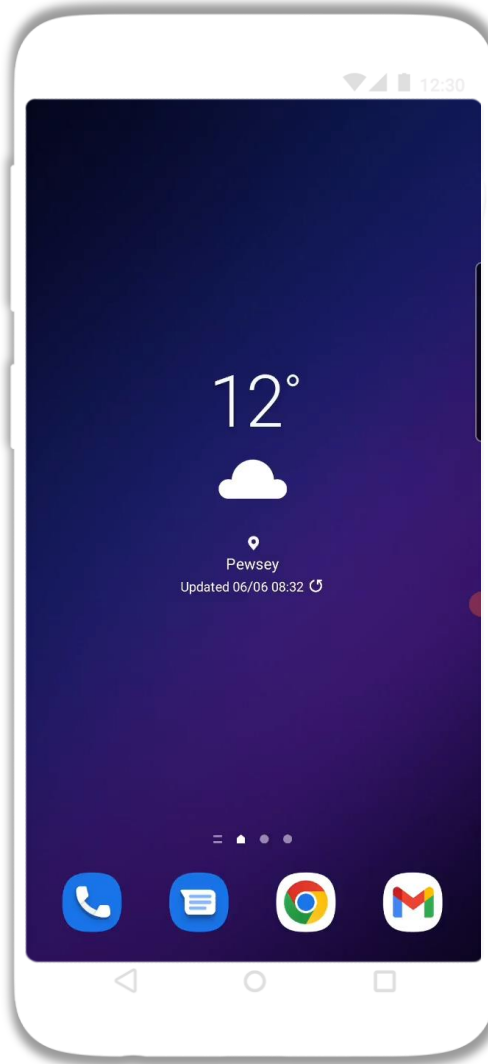
Results

55%

Increase in people choosing
make a payment

90%

People felt more reassured



60%

Increase in people choosing
to engage for support or
help

90%

People felt this was better
than the SMS

Data Enrichment

Data+ Accelerates the digital migration initiatives correcting historic held records & infilling missing data with publicly available information.

Ref	Name	Addr 1	Addr 2	Addr 3	Addr 4	Postcode	Mobile	Email	Phone Other
12345678	Daniel Pearce	53 Avenue Road	Southgate	London		N154DD			Dad - 0208 884121
87858489	Rob Perry	5 Hornchurch Lane	Bishop Stortford		Herts	SG1 5AH		Blank records - no digital contact details	
23578212	Rob kelly	Flat 2 Brown field	Harlow		Essex	CM19 5QE			
90125781	Grace Smith	55 Acacia Avenues	Harlow		Essex	CM 17 1BP		gracie.smith@yahoo..com	

Data+ is configured to search to client requirements



Commercial



Consumer



500
Cases

30%
Result

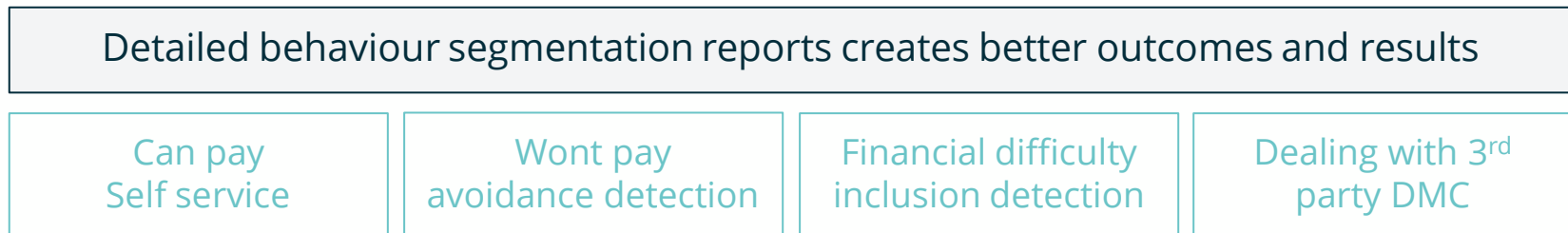
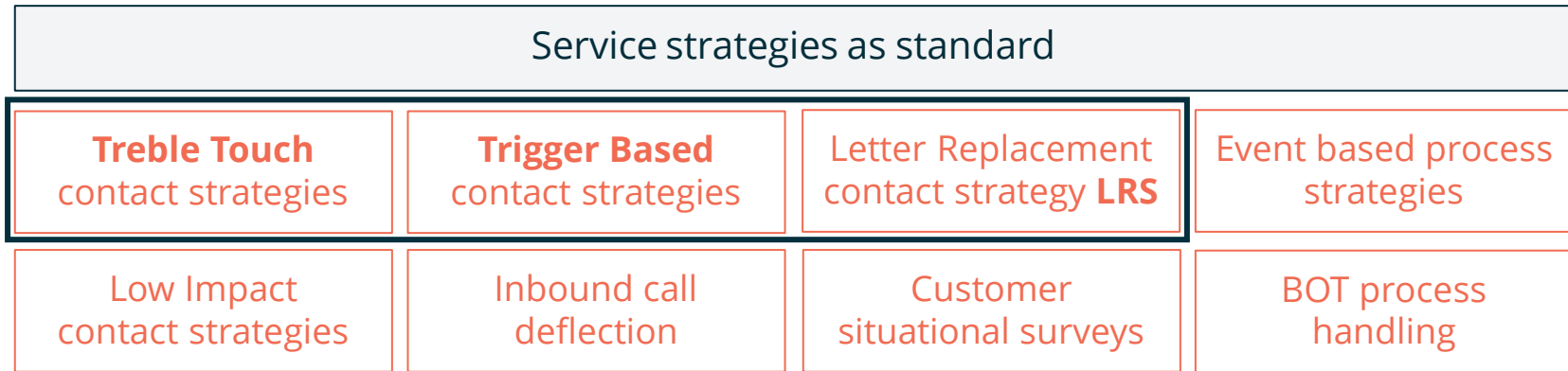
30%
Less
Mail

30%
Quicker
Payments

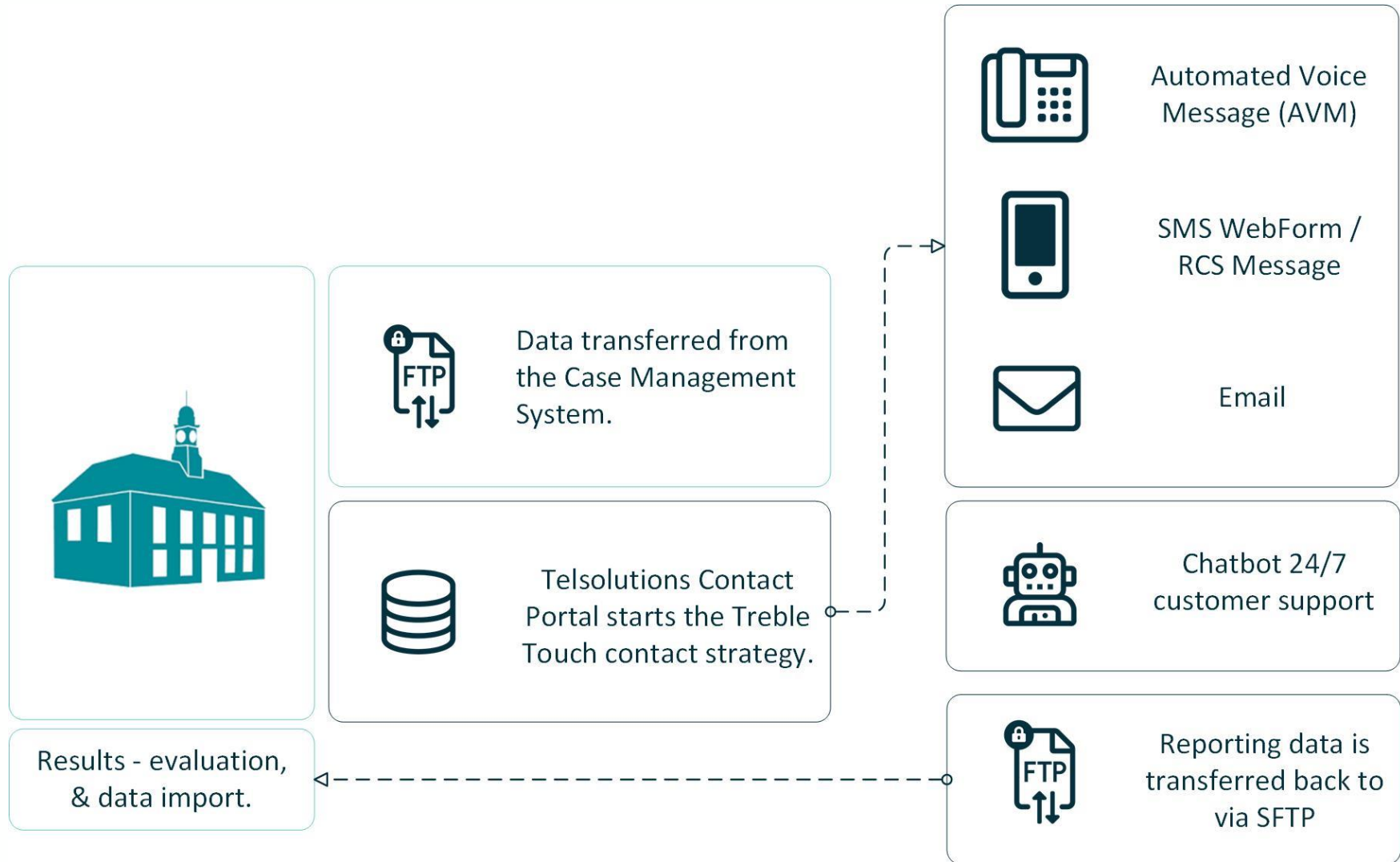


Digital strategies creating positive outcomes

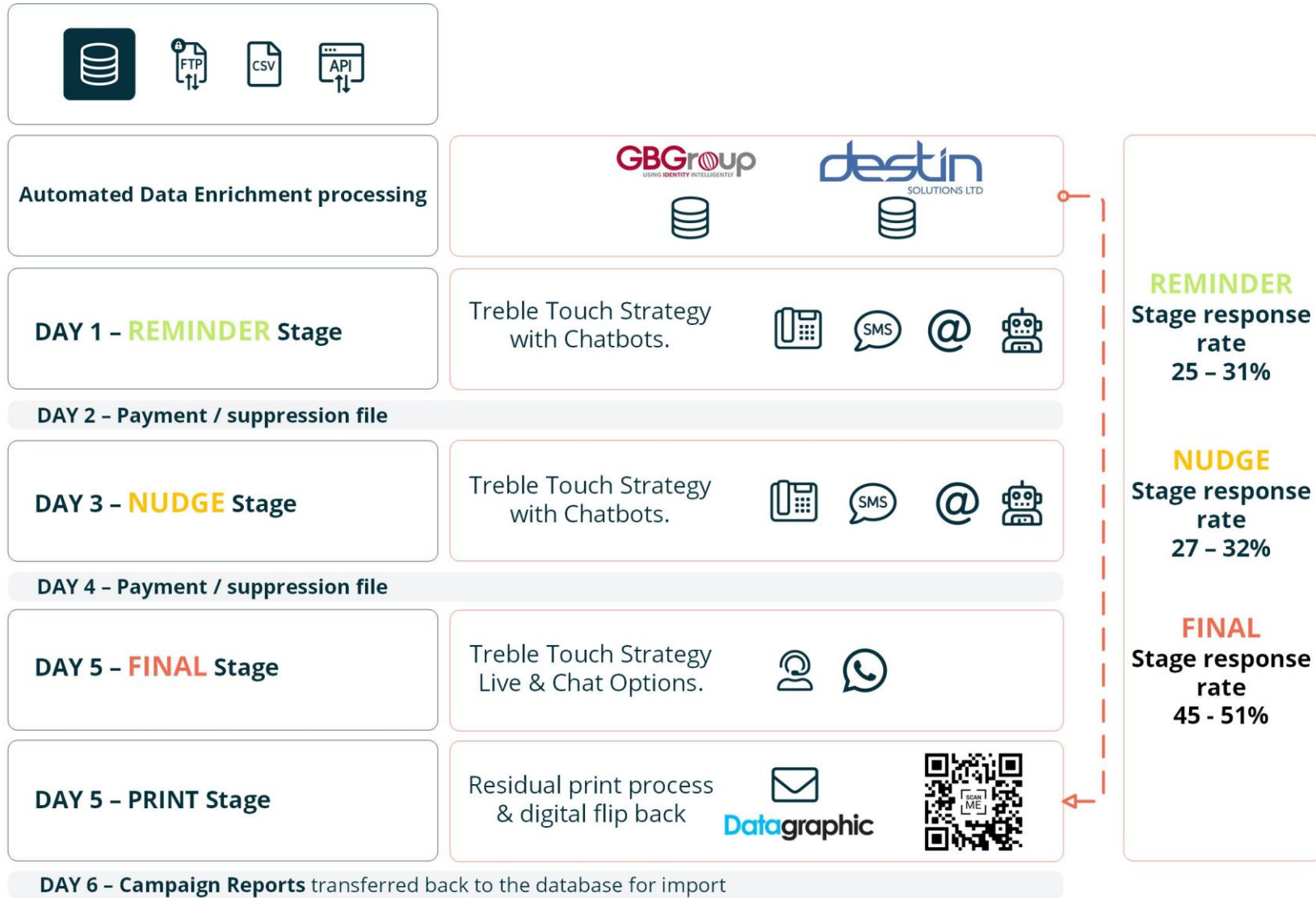
To ensure contact opportunities are maximised and the strategy is as effective and efficient as possible



Strategy – Treble Touch contact strategy



Strategy - Trigger Based contact strategy



Strategy results

Results from 1100 live campaigns (2019 - 2020) x 500 case average load

*In year debt, no advance communications

Standard services						Responses	Campaign Cost	£ - Response
Lettered Post - Reminder Activity	0	19	33	23	19	94	£560.00	£1.12
Basic SMS Text Messaging	57	36	14	0	0	107	£20.00	£0.04

Digital Strategies								
Combined AVM, Webform, Email (Treble Touch)	193	79	31	11	0	314	£25.00	£0.05
Combined AVM, Webform, Email & Chat	220	98	50	39	19	465	£50.00	£0.10
3 Day strategies (Trigger Based)	142	98	125	42	13	420	£40.00	£0.13

Individual services								
Telsolutions SMS Webforms	49	51	26	13	7	146	£25.00	£0.08
Automated Voice Messaging AVM	147	49	13	0	0	209	£40.00	£0.13
Email	69	23	17	7	3	119	£10.00	£0.05
Chat and Chatbot conversations	63	33	40	9	6	151	£25.00	£0.13

Timescale Day 1 Day 3 Day 7 Day 14 Day 28



Physical to virtual



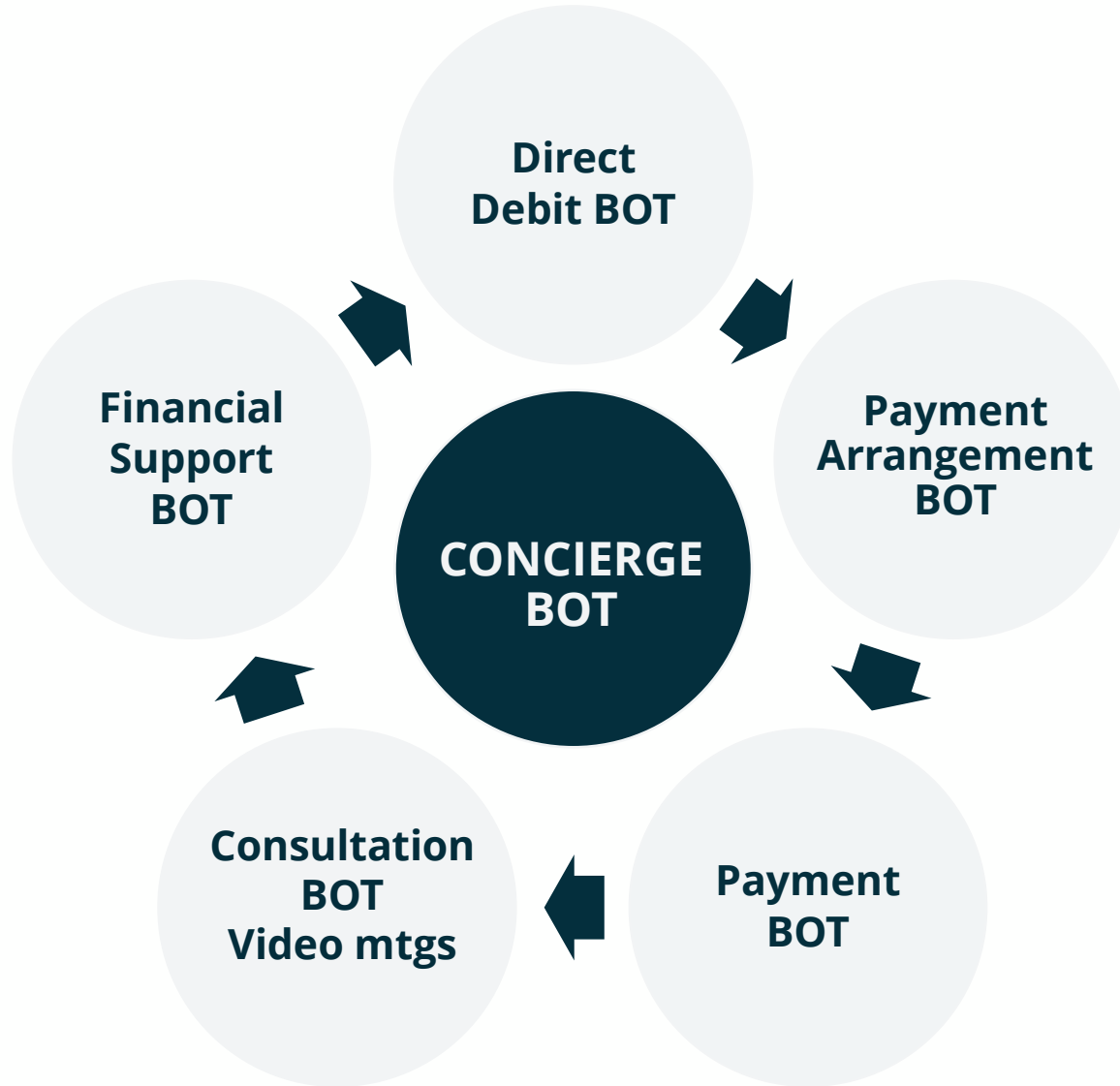
Messaging – Conversational Chat & Chatbots

Automation in a conversational world reducing resource heavy calls and delivering high-quality customer interactions.

When optimised, bots drive several benefits to income recovery.

- Automation makes it possible to significantly expand digital interactions as bots manage all mundane inquiries initially, while human officers manage complex cases.
- Increased conversations: Telsolutions income recovery chat services have reporting and analytics to help bots learn and improve over time.
- Cost reducing: Chat services and bots are more cost efficient than staff officers and improve staff efficiency by automation of a number of human tasks.
- Customer satisfaction: Bots can handle more customers and faster than humans, improving satisfaction and reducing stress.

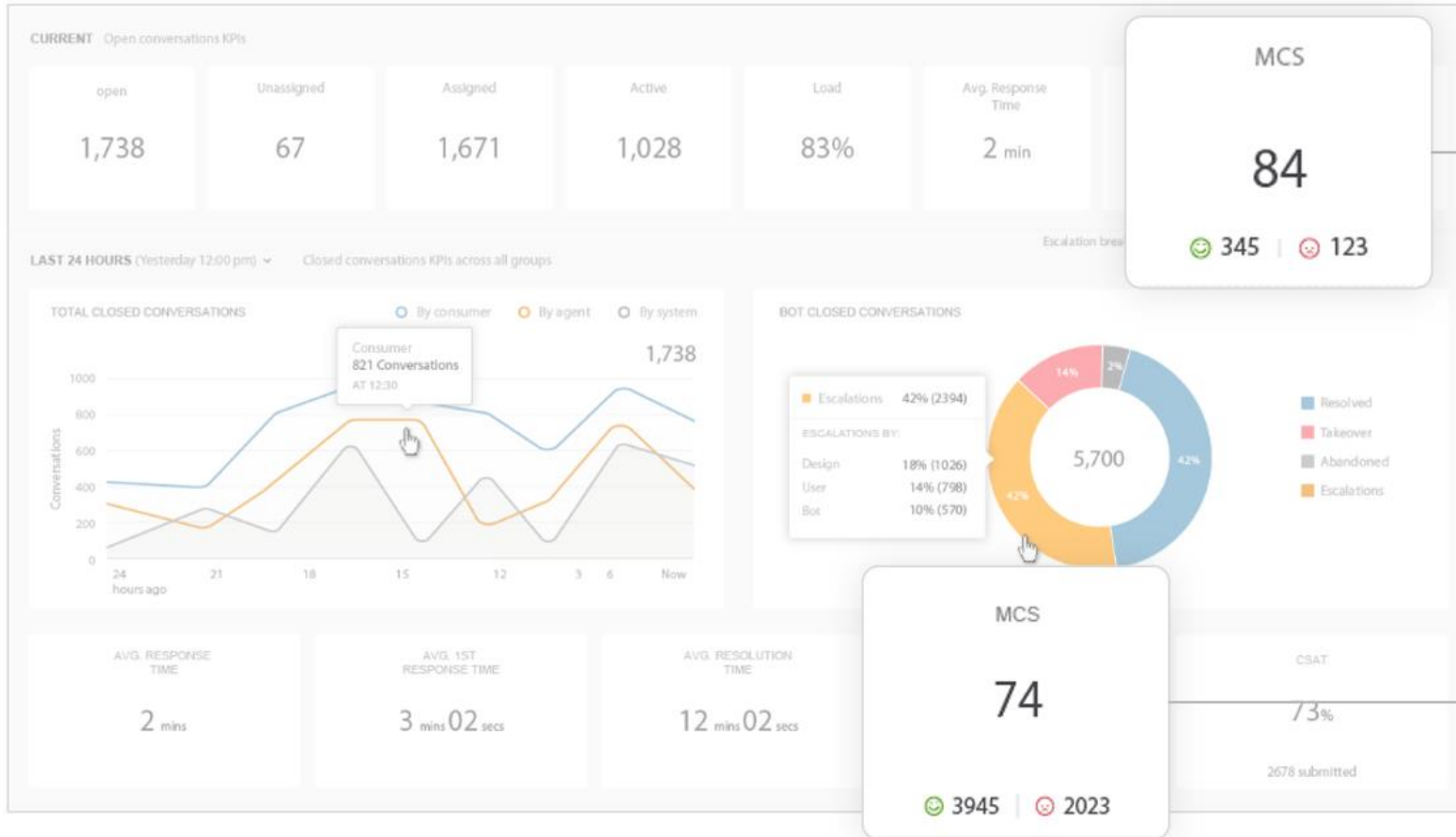
Conversational Chat & Chatbots



- Messaging chat options direct with staff
-
- Process automation using BOTS
-
- Data capture & surveys using chat



BOTs in supportive understanding - vulnerability



Real-time sentiment for current conversations

Sentiment for conversations in the last 24 hours

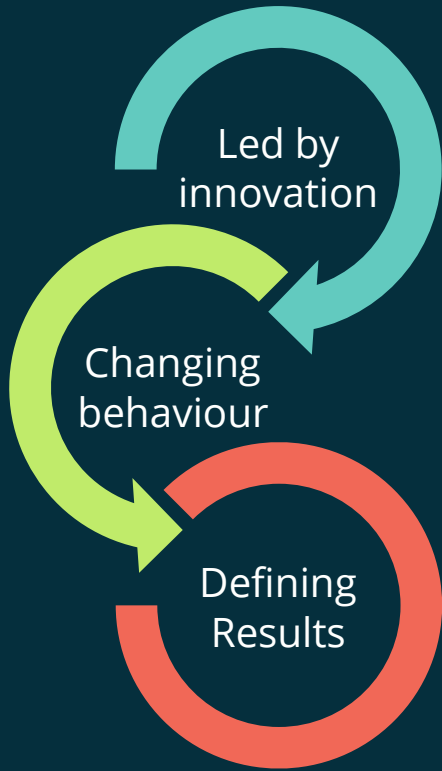


Conversational – Bot & officer partnership

The screenshot displays a chat interface with a dark header showing '0 ENGAGEMENTS' and '0 ENG. PER HOUR'. The chat window shows a visitor's message: 'hello i need some help setting up a direct debit' at 10:57am. A bot response follows: 'I will be happy to help you with me to answer a question and provide a good day a good day'. A modal window is open over the bot's response, containing a text input field with 'Direct Debit', a URL input field with '<https://gov.uk/directdebit/setup>', and 'Cancel' and 'OK' buttons. To the right of the chat are three panels: 'Visit info' (with a search bar and fields for Campaign info, Goal, Campaign, Engagement name, Target audience, Behavior, and Source), 'Predefined content' (with a search bar and a list of closing messages like 'Answered all questions today?' and 'Chat again'), and a 'Transfer' panel.

- Transfer conversations between specialised staff
- Staff can share screens & coach customers through processes. Co-Browsing
- Pre-defined content libraries
- Insert secure payments
- Post chat surveys and for feedback





Get in touch

Daniel Pearce,
Director of Development & Sales

📞 01279 456 679

✉️ daniel.pearce@telsolutions.co.uk

🌐 Daniel Pearce

🐦 @collectionnow

For application details on Income Accelerator &
AI Recoveries. Designed and developed by Daniel Pearce.

Telsolutions Ltd

We are the Pilgrims, master; we shall go
Always a little further: it may be
Beyond the last blue mountain barred with
snow,
Across that angry or that glimmering sea,
White on a throne or guarded in a cave
There lives a prophet who can understand
Why men were born: but surely we are brave,
Who take the golden road to Samarkand.



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