

PAN-EUROPEAN COLLECTIONS UNDER ONE ROOF

Ferratum is an international provider of mobile banking services and loans for digital consumers and small businesses.



AT A GLANCE

Challenges

- Improve recovery rates
- Boost monies collected
- Need for workflow agility
- Multi-region operability

Benefits

- 15.1% increase in cash collected
- 68% boost in operational efficiency
- x 3 increase instalment plans



“receeve provided the best solution we could find in the market. We chose receeve because of a fast integration, intuitive interface, and effective delivery of KPIs.”

Stephan Schuller
Managing Director
Pactum Collections

BACKGROUND

Ferratum is an international provider of mobile banking services and loans for digital consumers and small businesses.

receeve works with Ferratum's subsidiary, Pactum Collections GmbH, to simplify receivables and portfolio management, helping to scale their services to the Pan-European level by leveraging our machine learning and AI technologies.

OBJECTIVES

With an established presence in over 15 countries, Pactum deals with thousands of overdue accounts each week. To increase and manage the complexity of processing these accounts, a fully futureproof, digital-first solution was required.

- The primary goal was to improve recovery rates and monies collected by leveraging AI-optimised messaging, linking customers to brand-aligned landing pages that offer a choice of payment methods.
- Additional requirements: a solution that enables the creation of multiple workflows in a quick and lean manner, with the option to A/B test different communication strategies.
- Aiming to open its services to a wider range of clients, Pactum sought a scalable system that would enable operability across multiple markets.

SOLUTION

After considering several available options, Pactum chose the receeve platform as their tool for optimising their collections processes and increasing operational efficiency. Key implementations include:

- **Fully automated self-service collections**
Thousands of customers are now contacted with automated, personalised messages via a range of digital channels, including email, SMS, WhatsApp and Facebook, etc.
- **Customisable customer-facing content**
Pactum's collections teams can instantly create and edit content across different touch points that solicit the best responses from customers.
- **Fully data-driven decision making**
Measuring and analysing every interaction and all content used in the customer journey, allowing for data-based strategic decision making.
- **Complete flexibility for rapid adaptation**
Using receeve's Strategy and Email Builder/Landing Page Builder, new insights can be immediately implemented into the customer journey without the need for IT resources.

Pactum decided to test a certain segment of customers with a specific strategy and rolled the strategy out to the entire market after 24 hours.

RESULTS

Collections Efficiency

15.1%

increase in cash collection

Operational Improvements

68%

decrease in outbound calls

Digital Collections

15.6%

of payments made via landing pages

Monies Returned

9.1%

increase in 7-DPD customers' payback

Better Borrowing

200%

increase payment instalment plans.

receeve's drag-and-drop Strategy Builder, in combination with digital outreach and self-service payment options, allowed Pactum to offer yield increased returns and implement instalment plans to their customers in a smarter, more segmented manner.

*All numbers in this case study are derived from comparing six-month-averages before and after implementing receeve in Germany