



Empowering Engagement in Local Government

Collect Revenues and Benefits
your way

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About us

- Established over 20 years
- Large scale investment in 2023
- Over 70 public sector clients
- Net Promoter Score - 44
- Rigorous behavioural insights, data science and automation technology
- Harnessing the Power of automation and Voice
- Multi-award-winning solutions
- Growing through results and referrals

Collections



Caseload Manager



Compliance



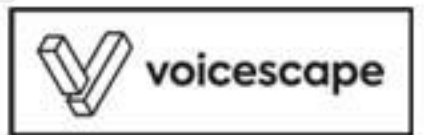
Engage



Wellbeing



Feedback



The power of choice

Optimising Contact

Increasing the likelihood of engaging with residents by contacting them in the right way, at the right time, with the right message.



Ethical and efficient collections

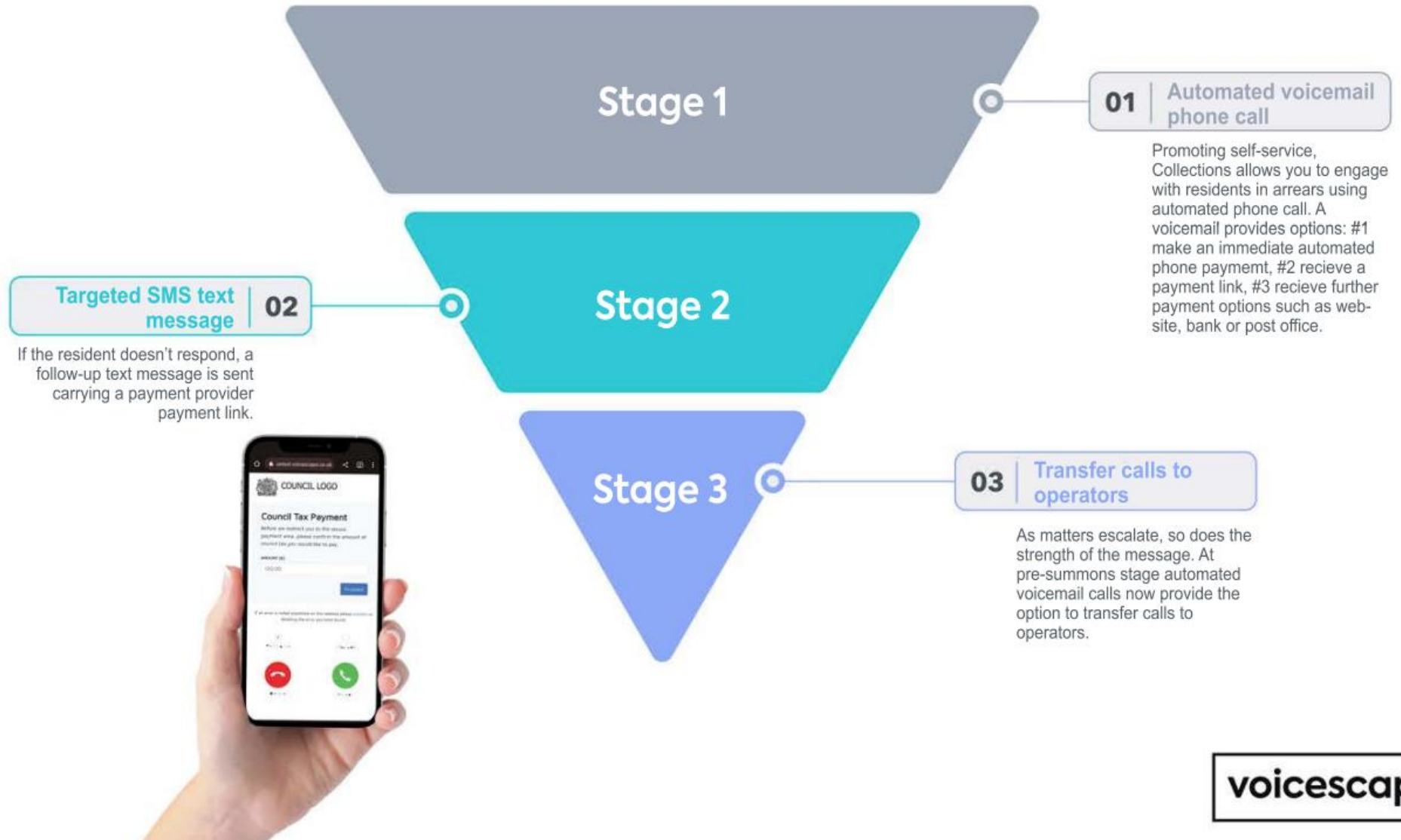
Research and experience tells us:

- Limited capacity for extra manual work
- Residents value engagement
- Different individuals have different preferences of communication
- Councils are looking for efficiency by increasing collection rates whilst reviewing new ways of working to get ahead of the curve
- Councils wish to engage residents, drive collection rates and understand the impact of interventions at key collection stages
- All while balancing time restraints



Council Tax Collections Engagement Process

Proven engagement technology that encourages self-service and collection with care.



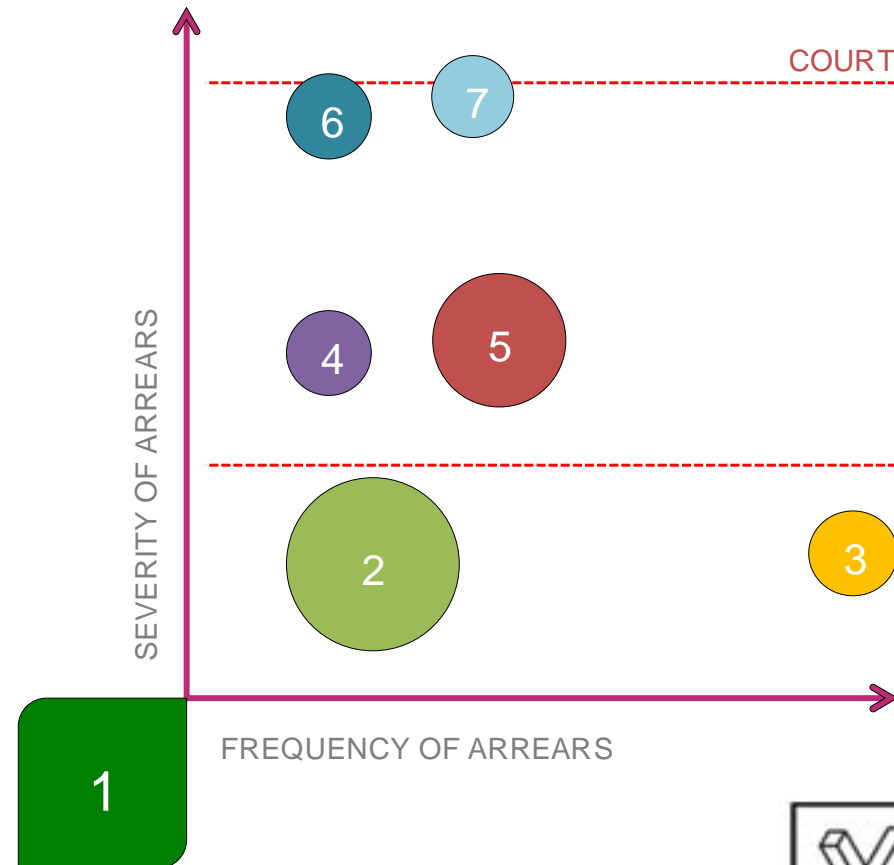
voicescape

Empowering engagement

- **Segmentation**

Grouping residents together according to characteristics they share so that intervention can be tailored more specifically to their needs.

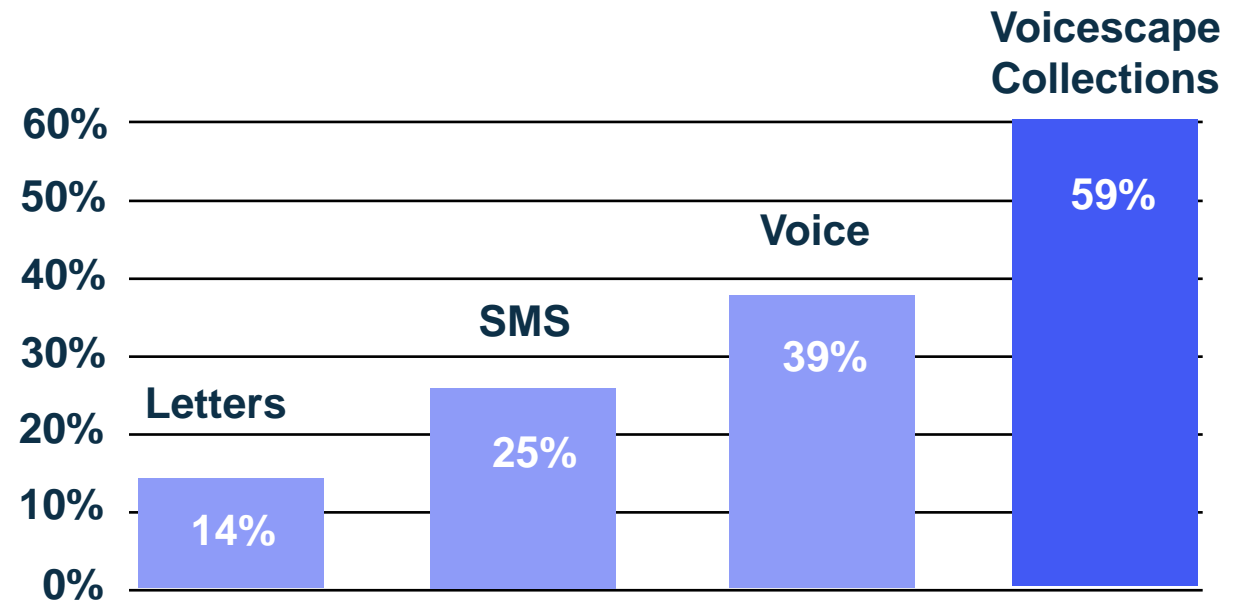
1 Angels
2 Technicals
3 Dippers
4 & 5 Strugglers
6 & 7 Extremes



When you use
voice, you
outperform...

We naturally gravitate to
things that appeal to us and
capture our attention

That's why voice calls are so
powerful



Empowering Engagement Whitepaper



Behavioural
Insights



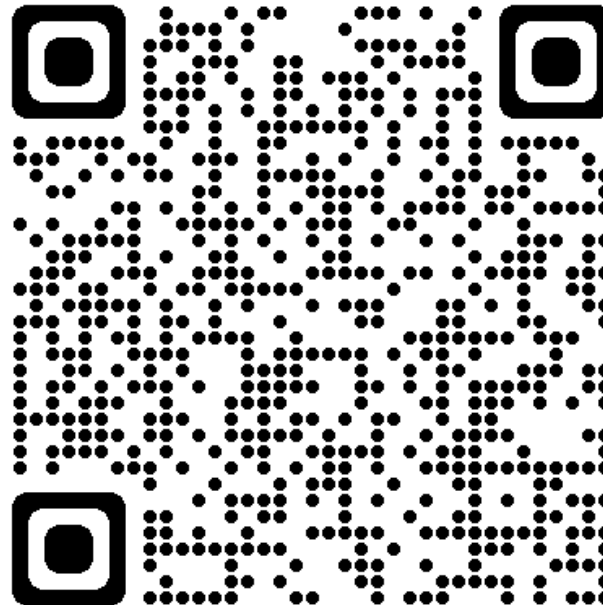
Data
Science



Automation



Foreword by
David Magor,
ex-IRRV CEO



59%

Resident Engagement



433 hours

Time Saving

£121

Avg Collected from each
Engagement

£390k

Annual run rate with
1 FTE

1,209

Direct Conversations

Do residents like using Voicescape

On a scale of 1 to 5, how clear were the instructions?

4.82

On a scale of 1 to 5, how easy did the automated phone call make having a conversation?

4.85

On a scale of 1 to 5, how satisfied were you with the automated call?

4.88

CSM Team: Enhancing Your Managed Service Experience

- Dedicated Customer Success Manager (CSM)
- Sector expertise
- Coordinate campaigns, ensuring KPIs met
- Share best practices and campaign optimisation
- Behavioural insights-based messaging
- Regular progress meetings
- Data-driven decision making
- Data Cleanse











Voicescape USPs

- **Managed service – part of your team**
- Proven incremental collections
- Huge digital engagement rates
- Reducing the use of enforcement sector-wide
- All-inclusive calls & texts
- **Cost savings**
- Postage, calls & texts
- Staff time
- Multiple uses – **NNDR, A&SC, HBO, Sundry debtors**
- **Improved efficiency**
- **Up to 11x attempts for payments**
- Automation
- Increased collection rates
- Staff well-being



ROI Modelling – incremental CT collection per annum

**Speak to us for your
free ROI calculation**

	Voice notes and text automation	30%
	Reduction of inbound calls	5,857
	Savings from calls	£48,116
	Capacity created	1 FTE
	Reduction in letters and postage	£10,265
	Pre-summons automated calls & texts	13,750
	Pre-summons inbound conversations	6,600
	Cash generation total Council Tax	£809,287



Recent incremental impacts



£70k

CT collected in first 14 days in cash, direct debit mandates and payments arrangements



£406k

CT collected from 11k accounts contacted at pre-reminder stage



1.3%

Increase in collection rates - previous years arrears increasing by an average £1 Million – First year of Voicescape reduced by £105,000



60%

Council tax resident engagement rate



Summary

- Fully managed service – IT light from the LA perspective
- Collect all R&B revenue types
- Customise for you – digital, voice nudge, text, segmentation, stages of intervention
- Provide a better service for your team and your residents
- Payment integrations eg Pay 360, form automation integrations for digital self service
- G-Cloud Procurement ready
- **Proven technology – already being used in your LA area**
- Flexible options to roll out
- Revenue guarantee – we commit to your success!





Thank-you

Any questions?



Newcastle City Council Impact

- 3 active campaigns; Council Tax Reminders & Pre-summons stages.
- Voicescape have processed **12,389** cases and completed **25,463** activities
- Generated **2,739** debt-related conversations
- **47%** of all charge payers contacted opted to have a conversation
- **77%** of all charge payers who listened to the recorded message with a call to action, went on to have at least one conversation with NCC



Income Team feedback

- **Recovery Officer**

“I had a customer call last week complimenting the service as they had genuinely forgot to make the payment online. She thought it was a really good idea. I took the overdue payment and then I setup a Direct Debit”

- **Recovery Officer**

“We are able to engage in more positive conversations and assist many more customers with preventing ongoing payment issues prior to notices being sent or costs being incurred.”

- **Team Manager**

“...staff find conversations are more productive than when a recovery notice has been issued, as the customer is less frustrated and sometimes grateful for the quick reminder that helps avoid recovery action and possible costs.”