



## Technology & Services Brochure

A market-leading collections agency offering a full suite of outsourced services with an approach that sets a new standard in customer engagement and rehabilitation.



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**INVESTORS  
IN PEOPLE**

**Credit Resource Solutions Ltd registered in England & Wales.**

Registered office: Second Floor G Mill, Dean Clough, Halifax, HX3 5AX Registered Number: 04690879, Registered in England and Wales Authorised and regulated by the Financial Conduct Authority, Authorisation Number: 626796

**MALG**  
MEMBER

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coeo provide technology driven credit management solutions that maximise customer engagement ensuring your bad debt volumes are kept under control.



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# Introduction to coeo

Thank you for downloading our technology and services brochure. Here you'll gain insight into our cutting edge approach to collections and how they can make a difference to your customers and importantly your bottom line.


## Get in touch

With years of industry experience and a full suite of compliant end-to-end services, we can help with any stage of the collections cycle leaving you to do what you do best.

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### People focused

At coeo we have a customer first culture. You will have a dedicated account manager and access to personal knowledge across the breadth of our business.

### Active compliance

Quality and compliance is at the core of everything that we do. Our industry accredited collections team are taught the importance of Treating Customers Fairly (TCF) from day one.

### Constant innovation

We utilise the smartest, most advanced collection systems and tools in the marketplace. We are always innovating to ensure that we stay one step ahead of the competition.

## About coeo



- We receive a payment every minute of the day, that's 60 payments an hour, 1440 a day and 525,600 a year.
- We no longer live in a 9-5 world so by embracing technology our Customer Portal is available 24/7, 365 days a year.
- Our visitors can manage their accounts online at a time that fits their schedule, under the watchful eye of our Chatbot - CRIS.
- In 2021 we saw the active users on our Customer Portal - coeo.me - grow by 124%, a massive achievement but we aren't stopping there!
- Our data supports the fact that a growing customer base want to manage their debt online so we will continue to develop & innovate in this space and no doubt continue to see great results...

# DCA collections

At coeo, we pride ourselves on our use of technology and our innovative approach. As dedicated investors in new technologies, we drive customer contact through a number of platforms, including telephone, e-mail, live web chat, SMS, IVR and flash messaging, giving us a diverse contact strategy.

## Why use coeo?

- Accounts are rehabilitated and reconciled with your systems through regular update files.
- Able to strategically & effectively manage the 'won't pays' & the 'can't pays'.
- Increased contact & payment methods.
- Improved customer journey.
- The best possible monetary return on your bad debt book versus our competition.

## How does it work?

- The process of contacting customers begins immediately as the accounts are progressed through our pre-agreed collections cycle.
- Ditching the traditional dialler approach.
- Incorporating collections methods that replicate customer trends.
- A strong digital approach allowing the customer to manage their account without having to speak with an agent on the phone.

# Smart communication

Communication standards are changing, and we have a diverse contact centre capable of offering a number of different communication standards and a variety of payment options. Using the smartphone as a modern-day tool for collections has become one of the best methods of increasing your rate of success. Are you smartphone ready? Take a look overleaf at some of the methods we use.

## Mobile Payments

Our payment portal gives customers the ability to set up a payment arrangement on their smartphones from anywhere in the world! We've taken payments from 95 different countries so far this year!

## Conversational SMS

Conversational SMS makes conversations convenient, presenting an always-on connection to our brand. With previous conversations being saved, we can pick up a conversation at any time, keeping communication quick, authentic and personal.

## The coeo difference

Traditional debt collection agencies tend to use a 'dialler' and 'letter' approach. This method is outdated with today's consumer. Customers want to deal with their finances in a way that is convenient for them. Not restricted to 'office opening hours' and a pen and paper response.

# Debt Purchase

At coeo, we believe that providing a full service to our clients is paramount in building a strong, lasting relationship. In being dedicated to this thought process we can provide our clients with the opportunity to sell overdue debts to coeo in order to provide cash flow opportunities, reduce resourcing of internal processes or for a number of other reasons. Once a debt is 'sold' to coeo the legal rights, responsibilities and customer engagement is owned and managed by coeo – leaving you to focus on other things.

## Why sell to coeo?

coeo purchase debt from lots of different companies. Debt purchase involves buying debt from product and service providers like banks, insurers, utilities or telecoms providers. The debts exist for a range of reasons and we are familiar in organising this process, buying the debt and taking over the service. In fact, we pride ourselves on doing the heavy lifting so you don't have to.

Our history with Debt purchase is varied and includes all of the aforementioned debt types and ranges from paying customers to long term non-paying customers.

Our focus is on being open and honest and in helping all customers work towards clearing their debt. Utilising the communication methods detailed throughout this brochure allows us to provide a high quality service to customer before, or after, they are sold to coeo.

We are authorised and regulated by the Financial Conduct Authority (FCA) for consumer credit-regulated debts. We closely follow the FCA's rules and guidance to make sure that the service we provide for our customers is the right assistance for each individual customer. We're here to help our customers to manage their accounts to help them to clear debts held by coeo.

We're also a member of the Credit Service Association (CSA), which is a National Trade Association in the UK for organisations in the debt collection and debt purchase industry.

The CSA have a detailed code of conduct that we adhere to when working with our customers, to help us ensure we achieve a fair customer outcome for every customer and every situation.

## What else do I need to know?

If you're interested in selling debt to coeo there are two options available:

- This is a one off exercise or "Spot Sale"
- You would like to sell on a regular frequency, for example monthly, commonly known as a "Forward Flow Sale"

## What happens next

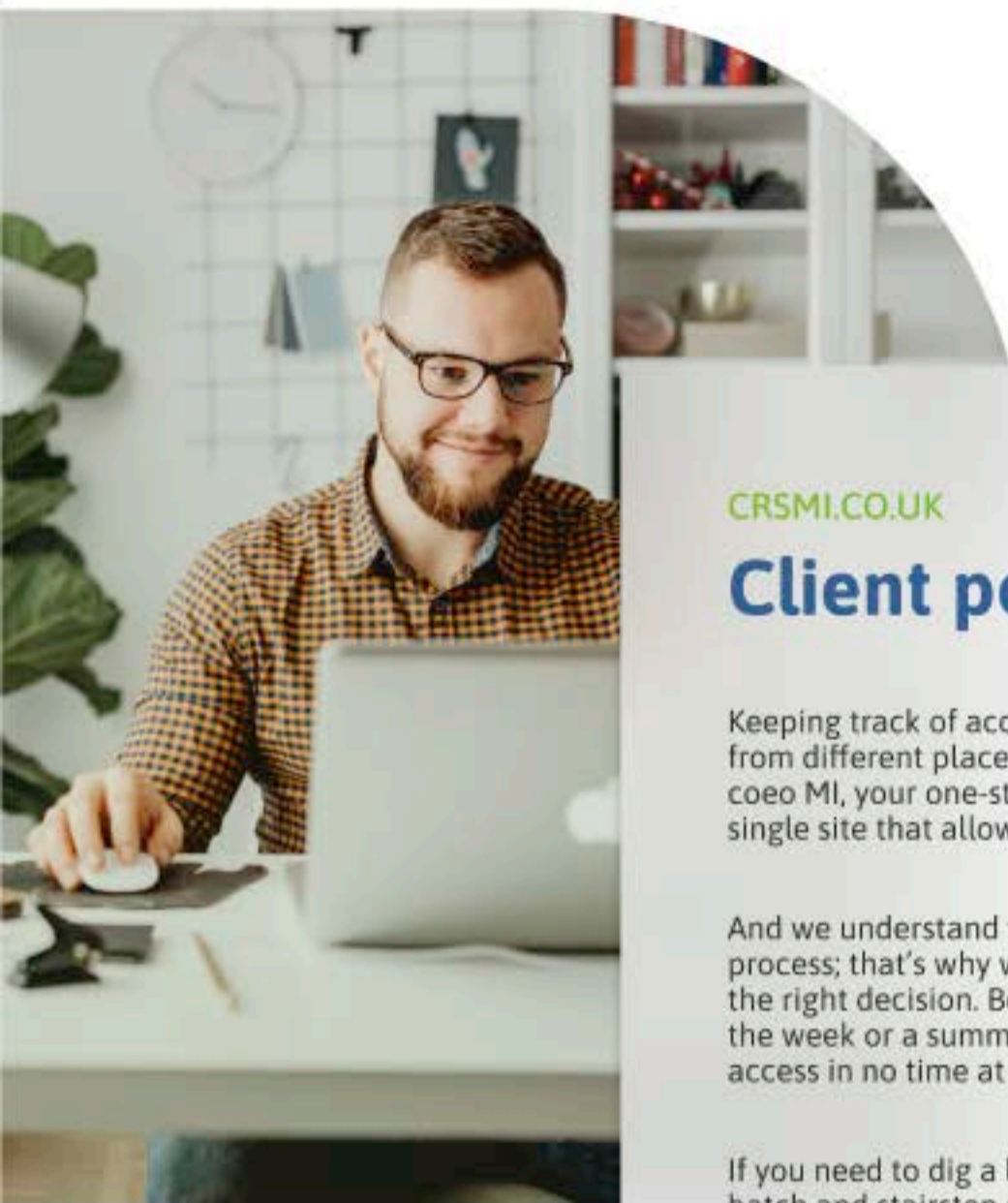
When purchasing the accounts coeo will issue all of your customers a Notice of Assignment (or "hello" letter) which explains the sale we've been through. At the same time, perhaps in the same communication, we can issue a Notice of Assignment on your behalf (or "goodbye" letter).

The Notice of Assignment letter from coeo will explain that we've purchased your debt. From this point on, we'll work with your customers to explain the next steps and help to establish a reasonable and affordable payment plan that they can control.

We'll help them with tools like our Budget Calculator, which can help to work out what payments would be affordable and within their budget.

Once coeo has taken on your accounts, we'll also take over any responsibility that might be in place to report each account to Credit Reference Agencies (CRA).

The debt purchasing process can be complicated for customers but with our experience and transparent communications we are able to make this a seamless transition.



CRSMI.CO.UK

## Client portal

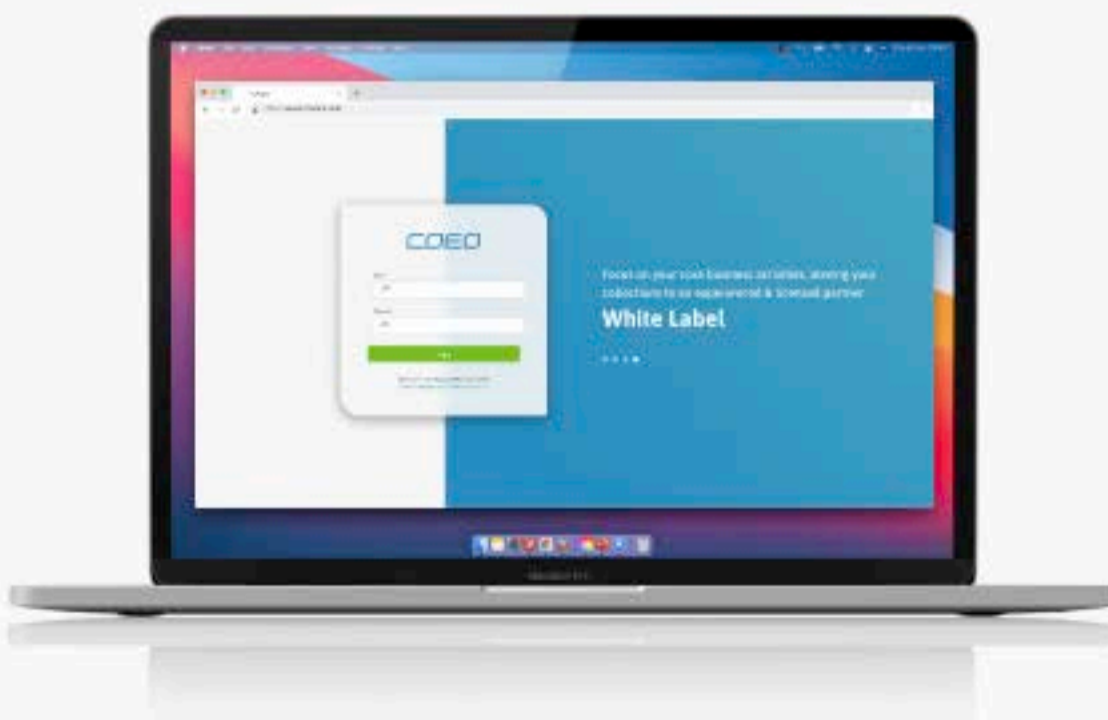
Keeping track of accounts can be a pain, and digging into different reports from different places can take up way too much time. That's why we created coeo MI, your one-stop shop for collections performance and management. A single site that allows you to view all of your accounts 24/7.

And we understand that up to date information is vital to the decision-making process; that's why we constantly push data to the site so that you can make the right decision. Be it just a quick overview of collections performance for the week or a summary of all the accounts you have submitted; you can get access in no time at all.

If you need to dig a little deeper, we give you the ability to run a range of batch and stairstep reports on any combination of accounts you need. And if this isn't enough detail, you can drill right down and manage accounts on an account by account basis to ensure everything is correct and even have the ability to put accounts on hold or close them down completely with a click of a button.

Access doesn't stop with just one person. Once you have your account admin(s), you can add as many staff members as you like, meaning nobody is left out of the loop. Don't want someone to see a certain report? You can simply remove access on their account.

And why stop with accounts that have already been worked? We've worked to supply our clients with a detailed forecast to see what's to come - and whilst we can't predict the future, we're not far off.



## Redwood

Redwood enables us to manage regulatory processes, such as complaints & Subject Access Requests (SARs), to define timelines. The system also delivers regular MI & audit trails for critical business procedures.

Key features include:

- Complaint handling
- Refund management
- Closure requests
- Business change requests

## My Test

MyTest is our bespoke internal agent scorecarding & questionnaire system used to mark agents performance to QA & compliance KPI's.

Key features include:

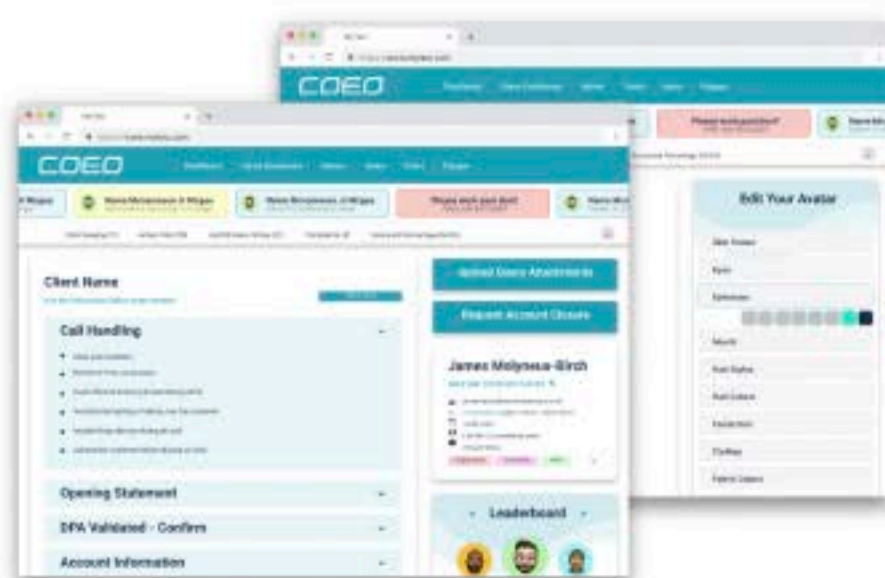
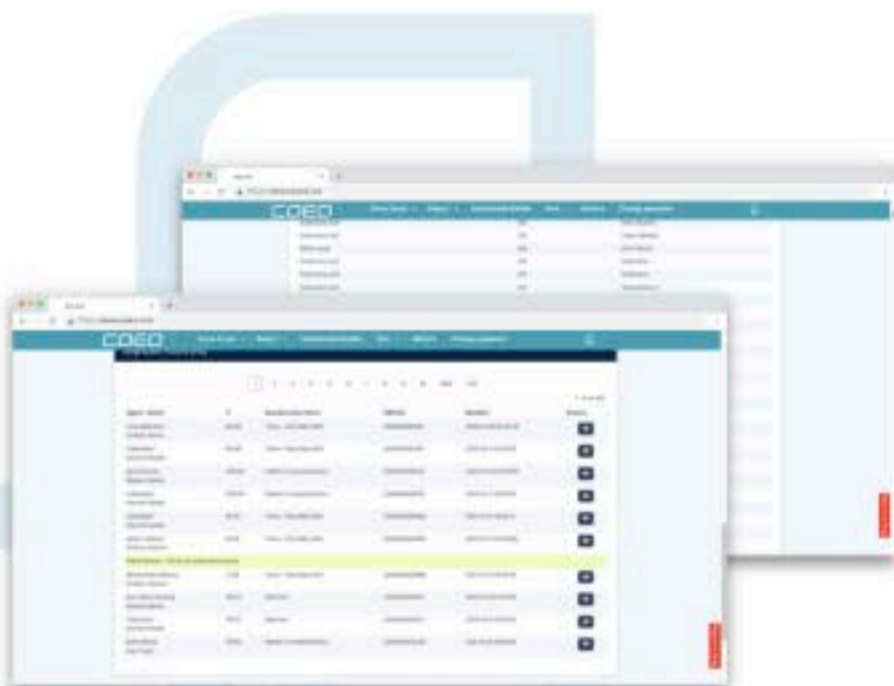
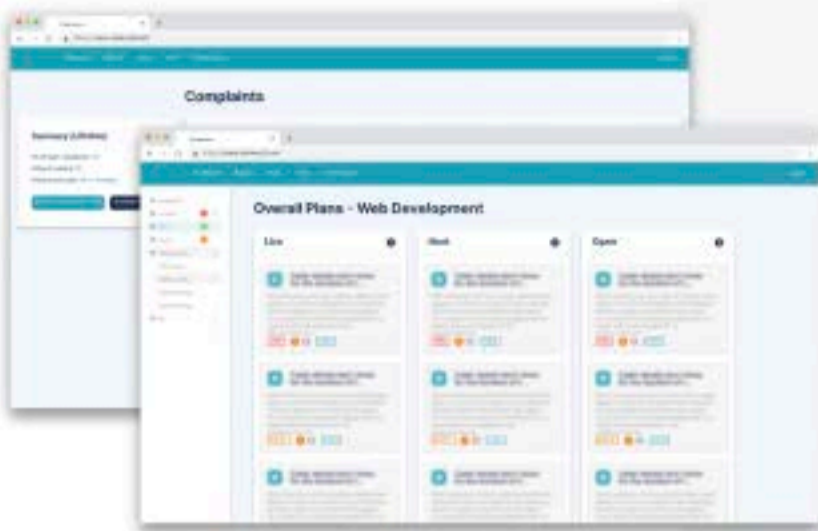
- Speedy scoring
- Instant feedback to collectors
- Auditor calibration
- More MI than ever before

## My Game

My game is our in house portal designed for contact centre agents. Utilising gamification, we've created healthy competition between agents to improve performance whilst giving agents all the tools they need to succeed.

Key features include:

- Target monitoring
- Leaderboards
- Visual guides
- Call management



# Compass

Coeo Compass is a dedicated service designed to save you costs when dealing with those customers who are using or minted to use a Debt Management Agency (DMA's)

## Why?

Based on our analysis from our existing client base, you could save more than £100 of business costs per account, saving you more revenue and time to allow you to focus on your core operations.

Coeo Compass can take full control of all accounts that fall into the 'can't pay' category. Our state of the art systems then ensures that none of your accounts will end up unprocessed in blackholes, which would result in lost revenue and complaints.

## How?

We recognise that the handling of each individual piece of post and payments from DMA's is a time consuming and often costly process.

Through our relationships, associations and partnerships with DMA's, we can effectively take control of the process for you.

Our Data Protection agreements, which are in place with most DMA's in the UK, allow easy access to our bespoke Compass portal.

## Partnerships

Interacting with Debt management agencies on an account by account basis can be a lot of hassle, but through our relationships and partnerships with DMA's, we can effectively take control of the process for you.

PayPlan®

Money  
Helper

moneyadvice  
scotland  
Scotland's Money Charity

## DMA Portal

Our DMA portal provides debt management agencies with a single place to contact us and keep us up to date when it comes to your customers.

Key features include:

- Submitting balance requests
- Updating contact details
- Inform us of changes in circumstance





PAYCRS.CO.UK

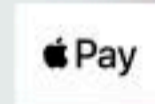
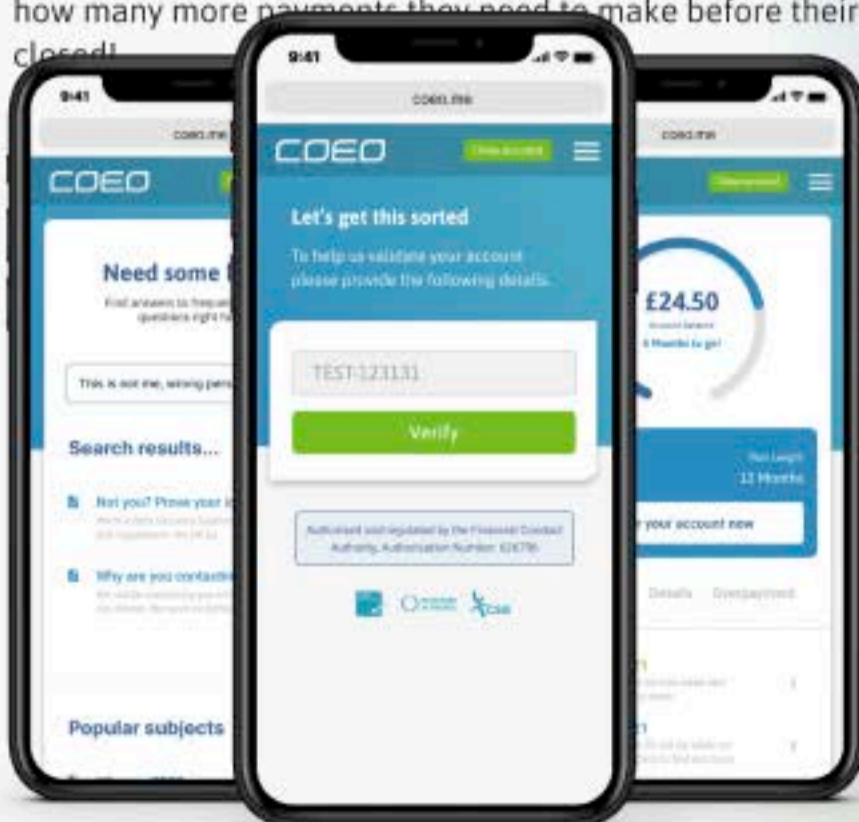
## Customer portal

MYCRS is our in-house bespoke payment portal for customers to manage their accounts at a time that is convenient for them. Customers can set up payment arrangements, clear their account in full and even let the site determine an affordable payment after filling in a detailed Income and Expenditure Form.

Relaunched in late 2021 with a clean new interface, improved login process and a greater degree of detail in our monitoring capabilities, the portal is designed to be versatile and adaptable to whatever you or your customers need. No matter the sector - be it utilities, telecoms, short term lenders or many more, we have the ability to add and remove features to create the exact customer journey you want.

We understand that not everyone can contact us through our contact centre during opening hours. That's why we've given customers the ability to notify us of details to do with their case right from the portal. In addition, customers who have questions can browse our interactive FAQ to find the information they're looking for - or notify us of any arrangement they may have with a debt management agency.

Once the customer has set up a payment arrangement, they can visit the account management section and view exactly what's going on with their account. They can check when their next payment is due, how much it is and how many more payments they need to make before their account is closed.



# What are the benefits?



- Overdue accounts are securely transferred and loaded on to our specialist collections system.
- Traditional debt collection agencies tend to use a 'dialler' and 'letter' approach. These methods are outdated with today's consumer.
- Most consumers want to deal with their finances in a way and at a time that is convenient to them, not restricted to 'office opening hours'.
- There is another way - which is harbouring greater returns.





## Chatbots

Our chatbots are ready and waiting to help your customers any time of the day! They can solve queries in a flash and help your customer clear their balance.

Following recent development, our bots; CRiS, CRiSte & CRiSe can now deal with 79% of live chats & 39% of emails without the need for agent interaction!



## Contact to payment in seconds

			
<b>Notify</b> Customer receives SMS Image Link	<b>Verify</b> Directed to a secure login homepage	<b>Clarify</b> An affordable payment arrangement is calculated	<b>Secure</b> Card details securely entered to confirm payment

# White Label

Particularly useful when you're looking to increase capacity of or replace your internal collections team. A seamless experience for the customer as we replicate your brand and process guidelines.



## How does it work?

- Leaving your collections to an experienced & licensed partner.
- This is our core business. We are debt collection experts, fully authorised and regulated by the FCA.
- Saves you time, money and resource compared to managing the process yourself.
- Detailed Management Information is available 24/7 to enable you to keep on top of performance.

## What can we do?

- We can strengthen your internal collections / credit control procedures.
- Replace internal collections entirely with a cost effective, auditable solution.
- Create a bespoke collections process in your own name but administered by our expert collections team.




## Why should you use white label?

- A processes is designed in tandem with your current process & regulatory requirements.
- Typically 35-60 days long.
- All communications are issued in your name, with your branding and with our CSA accredited agents ready to answer contact and take payment.
- Takes advantage of our tried and tested digital contact methods - SMS, Email, Webchat, Conversational SMS, Letters by email.
- We use integrated flexible systems to ensure that customer records are kept up to date.
- Seamless for the customer.


## Get in touch

With years of industry experience and a full suite of compliant end-to-end services, we can help with any stage of the collections cycle leaving you to do what you do best.

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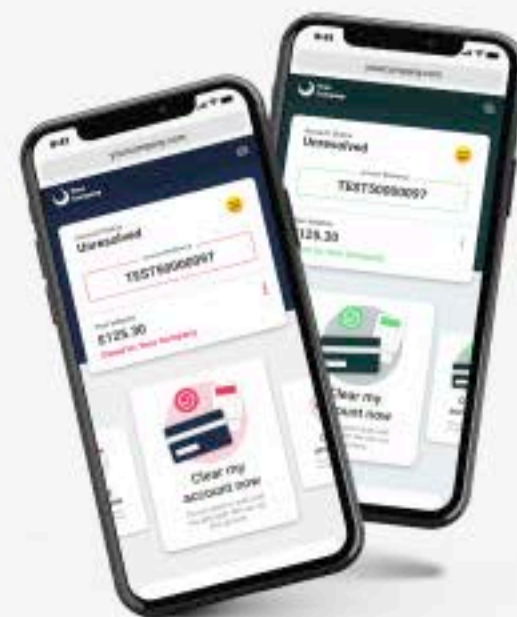
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## Personalised Portals

Customer portals are a great tool for taking payments and allowing customers to manage accounts. But it can be expensive and time-consuming to get the infrastructure in place to set one up.

We've put our years of knowledge and intense user research into building a payment portal that is perfect for collecting overdue balances. And with a custom reskin and setup taking a matter of days - we can get you up and running, collecting debts in no time!



## Letters & Copy Bills

Physical letters can go a long way in terms of credibility and getting the attention of a customer. It's unlikely your letter will be blocked as it won't get caught in spam filters, blacklists or even people quickly hitting the delete button.

The only issue is - they take up so many resources! Once we've completed the integration process we can send out written communication in your name any time you want, and if your customer wants a copy bill then we have the capability of that too!



## Email & SMS

Email and SMS are on the top of the pile when it comes to methods of contact these days, with smartphone adoption at an all-time high, this isn't something you can ignore.

With email reaching 4.3 billion users worldwide, it is by far the most easily accessible method of contact. Combine this reach with a high level of flexibility and customizability - this is the best way to reach 90% of the population.

When it comes to younger generations, SMS can be the most powerful collections tool you have at your disposal. With open rates as high as 98% and 60% of SMS contact being opened within 5 minutes, we can dynamically deliver traffic to a portal within minutes.



# AJJB LAW

AJJB Law is a modern SRA authorised legal practice, specialising in all aspects of financial debt recovery litigation, operating from the same location as its parent company CRS.

Our debt collection roots will allow for a fresh approach to providing practical and commercially viable litigation solutions to UK businesses.

## Pre-Legal Collections

AJJB provide a robust collections process including the issuance of an LBC (letter before claim) to remain compliant with Pre-action protocol. Additional contact will be made with the debtor to ensure that they are aware of the next steps if the debt isn't immediately addressed.

## Claim & Judgment

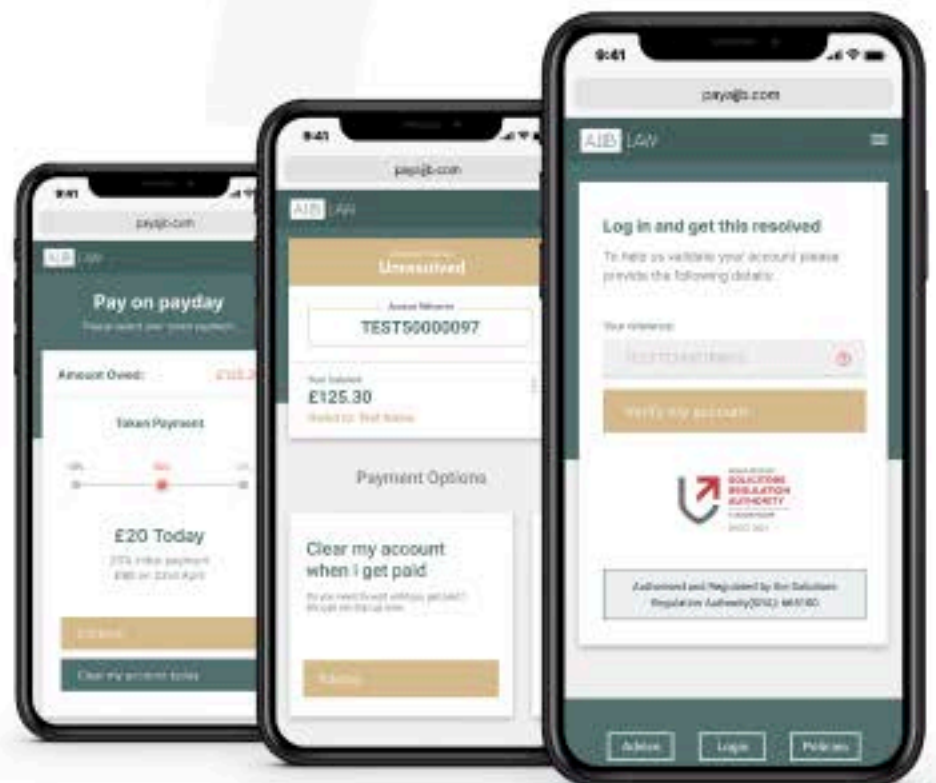
If your file reaches the end of the pre-legal process without a successful rehabilitation court proceedings will be instigated. This will be carried out by our in-house team with the hope of securing a County Court Judgment (CCJ) against the defendant. This process is managed by our expert in-house team who will keep you informed every step of the way.

## Enforcement

On completion of judgement there are a number of enforcement options available.

These include:

- Bankruptcy / winding up
- High Court Writ
- High Court Enforcement Officer
- Bailiff
- Attachment of earnings
- Charging orders
- Warrant of execution
- Options will be discussed at this stage.



## Close Account Management

We understand the pressures a business faces in the current climate when invoices remain unpaid. A dedicated account manager will keep you 'in the loop' and be on hand to answer questions in regards to your files.

## Expert Legal Team

Our Legal team have decades of experience in debt recovery through litigation. With a broad range of expertise from acting for various clients from the financial, utilities, Governmental and commercial sector.



**COED**

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