

# Case study: British Gas

Recouping around £300 million in  
20 years use



## Client

British Gas ([www.britishgas.co.uk](http://www.britishgas.co.uk)) is the largest residential gas and electricity supplier in the UK with over 24 million customer relationships. It is also the biggest domestic central heating and gas appliance installation company.



**“Tallyman enables us to take a customised approach to each ex-customer which means that we are far more likely to receive the money owed - and preserve a positive relationship.”**

## Challenge

In a commoditised industry where customers can switch supplier even if they have £100 of debt, traditional weapons of revenue collection, such as the installation of pre-payment meters or even disconnection, are not always an effective or appropriate option.

In today's environment, the regulators are placing the emphasis on early detection of payment problems and rapid progress towards rehabilitation – with the onus firmly on the supplier, rather than the customer.

## Solution

British Gas selected the Tallyman Debt Management solution to bring a CRM approach to debt management.

Tallyman allows British Gas to segment ex-customers into three groups (switched supplier, gone away or moved home) to enable British Gas to take different, customised approaches to each group.

## Results

- In almost 20 years use, Tallyman has enabled British Gas to recoup around £300 million; a vast sum much of which would simply have been written off
- Substantial increases in efficiency and reduced manpower further increase the cost savings

“In today's business climate, we cannot afford to give away our product for free. We need to ensure that we take every reasonable measure to recoup monies due”.

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