

# Express Gifts case study

Achieving a 15%  
improvement in bad debt



## About Express Gifts

Express Gifts ([www.findel.co.uk](http://www.findel.co.uk)), part of Findel plc Group, is a home shopping/mail order business, with over 1.3 million customers.

“Financial payback is the key driver for boards. They are not interested in solutions for technology’s sake. They want to know that the solution they are investing in will not only make life easier for the staff using it, but, by doing so, will deliver a tangible and demonstrative return on investment.”

“If customers then receive better service as a result then that’s an added benefit.”

### Business challenge

A solution was required to manage the credit for both the Studio and Ace brands, which, between them, have some 1.3 million active trading customers.

Express Gifts had introduced structured (revolving) credit in late 1995, which meant extending credit terms to customers, subject to a minimum repayment amount. This increased the sales profile of the business, but made robust collections processes even more imperative to commercial success.

Express Gifts decided to implement a dedicated credit management software solution. The solution needed to improve collections performance, and also aid customer retention, so a number of credit management software suppliers were reviewed.

### The solution

The Tallyman Debt Management solution was selected, as it provided a higher degree of flexibility and functionality.

### The benefits

- A 15% improvement in bad debt
- Improved internal processes
- A reduction in the progression of debtors to worse arrears
- Increased customer retention
- Improved monitoring and measurement of team/individual performance
- Improved business intelligence and reporting on status of debt
- Enhanced allocation and effective management of debt to external collection agencies