

## TalkTalk streamline their cash application to improved efficiency by 85%

In just 4 months they achieved a return on investment post implementation.

### Company Overview

TalkTalk is the UK's leading value-for-money consumer and B2B telecoms provider. Their mission is to deliver affordable, reliable, simple, and fair services for everyone. Providing landline, broadband, TV and mobile services to over four million customers, covering 96% of the population. While TalkTalk Business, is one of the largest B2B telecoms provider in the UK, working with over 650 partners. They now control over 50% of the market share for small businesses and consumers and employ over 2000 people.

### The Barriers to Growth

Prior to implementing Rimilia, TalkTalk was spending a significant amount of time matching customer payments to their accounts. In addition, a large amount of manual effort was involved to manage the process. Therefore TalkTalk, were looking to improve their overall cash application processes, increased efficiencies within the finance function and allow the team to focus on more strategic, value-add tasks.

## TalkTalk



"As a result of implementing Rimilia Cash, we have a consistent auto-match rate of 70% across all payments, which means that we do not need the manpower to look at these. Consequently, we have reduced the effort required by 85% each month, which is phenomenal. We regularly review the performance of Rimilia Cash with Rimilia and we always have something new to look at or try, which has been suggested. Having Rimilia is a great experience and it has ultimately changed our business."

**Tamsyn Harrison-Gabbott**  
Head of Credit and Risk,  
TalkTalk

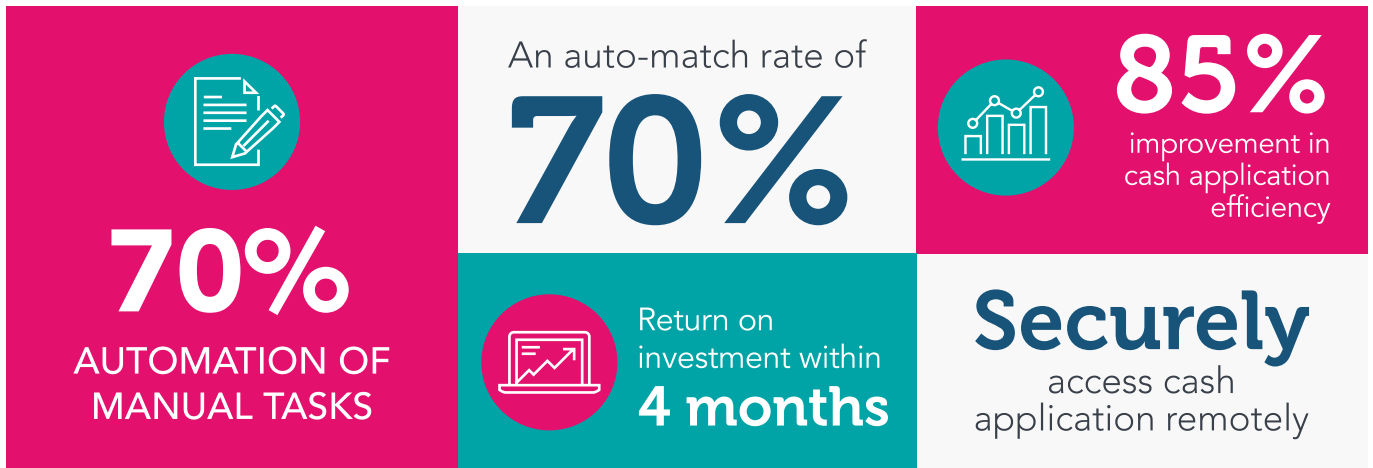
**Click here** to learn more about Rimilia's cash application solution.

## How they Flourished

TalkTalk chose Rimilia to increase their cash processing efficiency. Rimilia first worked with the team to define the project and set milestones. Rimilia provided support during each step of the implementation to make sure the TalkTalk team was comfortable with the new automation and processes.

Within a short time, TalkTalk was up and running. They now have a fluid cash process that enables the credit team to be more productive and spend more time on strategic tasks and supporting customers when needed.

With Rimilia Cash, TalkTalk was able to:



### Efficiency

Removal of non-value-added tasks with intelligent automation to process customer payments and collection activities, allowing people to focus on value-added tasks.

### Effectiveness

Understand each customer to drive optimum cash collections, while tracking behaviours to increase working capital, improve aged debt, and reduce bad debt provisions.

### Experience

Understand financial relationships and continuously gain insight into each individual customer, allowing you to treat them fairly and align the best collection path.

## Why Rimilia?

Achieve up to

**30%**

reduction in bad  
debt provision



**INCREASE**  
productivity and staff motivation



Understand and  
**predict**

when customer behaviour  
becomes a threat or an opportunity

**Unlock**

working capital  
by reducing  
debtor days



Make  
**smarter**

decisions based  
on accurate, real  
time data



**Improved**  
customer  
experience



**Make smarter, more accurate finance and credit decisions with Rimilia.**