

VOODOO

the magic behind mobile messaging

Collecting debt and managing personal finance using SMS

voodoosms.com





As consumers, we want to manage our finances quickly, securely, and easily - which is where short-form and timely content from SMS comes in as it speeds up interactions and improves customer experience.

SMS is one of the most popular communication channels available and with its high open and engagement rates, it's one of the best ways to send information that you want your customers to read quickly.

SMS messaging can be used to provide a one-to-one feel to customer experience without creating new frustrations, and can really close the gap between what customers expect and the service that they actually receive.



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We recently surveyed 5,000 consumers worldwide to discover how they would prefer to receive sensitive information relating to their finances or loans and found that:

Over 37%

of consumers would prefer to self-manage their financial affairs through a secure, automated system that removes the need for human contact.

Only 30% of Germans would opt to self-manage while 46% of Italians would be comfortable doing so.

Over 50%

of global consumers prefer to receive official paperwork electronically via email or PDF.

This rises to 63% in Spain with the UK and the US recording the lowest rate of 35%.

SMS can be a powerful tool for ensuring a positive customer experience, and positively influence customer decision-making in a way that's vital when it comes to loan management, finance and banking.



Debt collection

As the cost of living continues to rise, more and more people are incurring debt to meet ends meet, whilst those with existing debt struggle to make repayments as they juggle higher day-to-day expenses.

It's more crucial than ever to ensure that debt collection is managed as efficiently and sensitively as possible, customers want to feel understood and supported.

With technology like context-aware text messaging, customers can feel supported when navigating the challenges that they're facing with a fresh approach that offers flexibility and the power to manage their debt on their own terms.

SMS is just the beginning, our research indicates that customers want to communicate with brands across a wide range of channels, especially when they need an instant response.





Context-aware messaging

The start of a relationship with any debt collection agency is not an easy process for customers, with multiple letters and phone calls that can feel overwhelming - but with SMS it doesn't need to be this way.

Making customers feel more in control of their own affairs, starts with offering a personalised experience. Selecting the right platform at the right time and sending a customised message based on individual needs will improve engagement - and repayment rates.

We know that a key part of any customer communication is finding the right tone. Financial hardship can cause anxiety and concern and often makes customers feel vulnerable. Sending prompt and targeted resources, information, and support shows a caring side that may differentiate your brand, and help to turn a negative situation into a positive one.

When consumers make the first move to reach out to an organisation, SMS can help to reduce friction and stress which is key to boosting customer engagement.



Acknowledge the challenge

Point customers toward the right resources

Customers that feel heard and supported will move through any short or long-term difficulty at greater speed and with more likelihood of making a financial settlement.

By reducing the time spent on repetitive tasks and streamlining workflows through SMS, staff can be freed up to take additional time with more complex cases, pointing them to extra resources and help where it is needed.

Change your customer experience goals to reflect what really matters to customers. Use SMS to prioritise speed, convenience and human connection so customers feel heard and understood.



With the Voodoo SMS platform, you can monitor the complete customer cycle and automate the most important processes without the need for any manual input. Using a powerful decision-based engine based on business rules and analytics, you can tailor the platform to fit your business needs.

By automating some of your customer communications and offering self-service options to customers, you're freeing up more of your agents' valuable time to be used where they'll have the most impact on customers.

According to our own customer intelligence, **69% of people who struggle financially don't want to talk to someone about their problems**, and would prefer to avoid unpleasant telephone calls and control their own debt and repayment plan.

If you'd like to find out more about using technology as an enabler for seamless and secure financial journeys, **let's have a chat on 01484 599 311**





About Voodoo SMS

Mobile marketing using SMS has exploded in recent years and being able to get your message in front of existing and potential customers has never been easier or cheaper.

It is fast replacing email marketing as the choice of marketers, as it is seen as far more effective and customer-focused. To help you capture your target market, we have established the Voodoo SMS platform.



IT'S EASY

Sending SMS online, via email or integrating through your own application - we provide one of the most intuitive, easy to use systems of its type.



OUTSTANDING SUPPORT

We'll be here with you every step of the way to answer any support queries, and we have comprehensive help guides available on the portal.



EXCEPTIONAL VALUE

With the lowest priced bulk SMS service in the UK there is no doubt that Voodoo SMS offers fantastic value for money.



UK BASED

Since we're UK based, you can rest assured that we will be here at the times you need us and can assist with clarity and understanding.



NO CONTRACT

We're so sure you'll love Voodoo SMS that we don't need to trap you in a web of legal jargon to keep you. If you ever want to leave us you can do, hassle free!



NO CREDIT EXPIRATIONS

If you checked your bank to find it empty after leaving money in it, you'd be understandably outraged. That's why at Voodoo SMS there is no expiration on your credits.



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