

# CASE STUDY:

## Rates Instalment Reminder Services – Major Victorian Metro Council

A major Victorian Metro Council recently changed to an instalment only rates payment system, and was experiencing high volumes of instalments not being paid on time.

### Challenges faced by the Council

A change to payment processes meant that a high number of instalments were outstanding – causing a reduction in cash flow.

The Council needed a cost effective solution that would increase cash flow and educate ratepayers of the new payment terms in a non-antagonistic way.

The Council's ratepayer database had very low penetration of telephone contact data.

### MCC's Solution

MCC developed an early reminder programme to remind ratepayers of new payment terms and to obtain payment immediately.

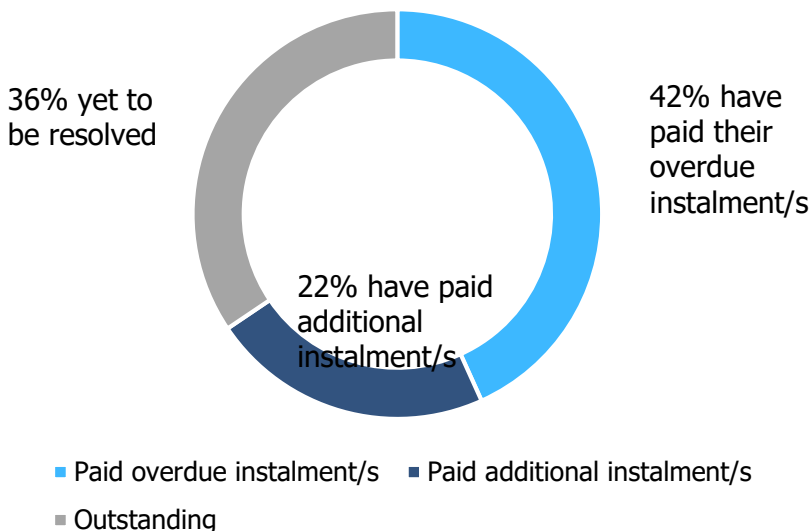
MCC's key objectives were to obtain payment by gently reminding and explaining the new payment terms to ratepayers.

MCC's secondary focus was to enrich the Council's data by confirming and appending additional contact data for ratepayers. This is a common challenge in the local government sector.

# The Results

**4,347** ratepayers were listed with a total value of **\$5.2m** – **42%** of dollar value has been collected in first 30 days.

## Recoveries to date



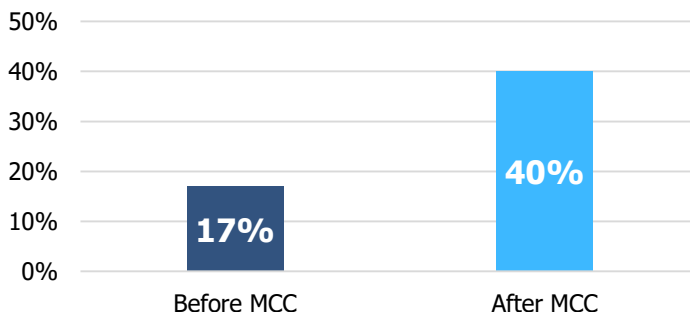
*A significant number of arrangements have also been established, which will increase these results.*

**This delivered an impressive ROI.**

For every \$1 spent, **\$111 was recovered** (including overpayments).

**We significantly enhanced Council's ratepayer database with contact information.**

## Percentage of accounts with telephone numbers



### For more information:

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