

VoiceSage Client BrightHouse In Final Of Major Credit Industry Awards

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VoiceSage customer's use of proactive customer engagement technology puts this high-profile High St brand in line for important sector recognition

Dublin & Birmingham, 13 December, 2016 – Customer engagement services leader VoiceSage (<http://www.voicesage.com/>) is delighted to announce that its client BrightHouse has been named a finalist in the prestigious 2017 CICM British Credit Awards.

The rent-to-own retailer is in the Best Use of Credit Technology category (<http://emails.incisivemedia.com/c/11yNN8bblzfgYFdxPlxG8wlws0xtc>) for the awards, seen as the leading awards in the payments sector.

BrightHouse is an extensive user of proactive customer engagement to allow its customers convenient access and transactional services. Recently, it furthered this approach with a self-service mobile SMS payment method that lets customers make payments from their mobiles.

VoiceSage SmartPay, a mobile customer payment solution, means customers receive an SMS with a bespoke web-link, pre-filled with their details so they can pay from the comfort of their own home, 24 hours a day.

The solution, which was up and running in under six weeks, provides a tremendous return on investment and promotes internal company efficiency, as it keeps frontline staff focused on customer contact, not back-room admin.

The system has resulted in improved customer experience and lowered contact costs for one of Britain's most familiar high street names.

For Alasdair Skeoch, BrightHouse's Head of Credit Operations, ease of use is cited as the biggest single attraction of the new system.

"'Easy way to pay' and 'simple' was the feedback we received from our customers. It's fair to say that both we, and our customers, love it," he says.

James Kett, CEO at VoiceSage, commented, "BrightHouse's proactive solution is a powerful role model for other retailers and credit organisations looking to deliver an excellent customer experience in a cost-efficient, competitive way.

"We are thrilled at their success in being named a finalist at such a prestigious awards and we wish BrightHouse every success."

The award winners will be named and presentations made at a black-tie evening ceremony on 7 February at Lancaster London hotel in central London.

Run by Incisive Media and the Chartered Institute for Credit Management, the CICM Credit Awards are one of the key dates in the UK credit and collections industry diary.

As Europe's largest credit association, the CICM is the centre of expertise for credit management, and promotes excellence and best-practice achievement. The Awards are central to this mission, rewarding as they do outstanding performance and innovation shown by individuals and organisations across the UK.

About VoiceSage

VoiceSage delivers proactive customer engagement solutions that help companies streamline and add value to their high-volume, outbound contact activities. Its blue chip customers include Argos (Home Retail Group), Capital One, Thames Water, AXA Insurance and Shop Direct.

These and other customers rely on VoiceSage technology to help them transform credit collections, delivery and appointment confirmations, amplify marketing campaigns and support other high-volume business processes in immediate and cost-effective ways, lowering costs and improving the customer experience.

VoiceSage was founded in 2003 and has offices in the UK and Ireland.

Please visit www.voicesage.com (<http://www.voicesage.com/>) for more about us and our work with customers, or follow us on Twitter @VoiceSage

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