

Debt Assist

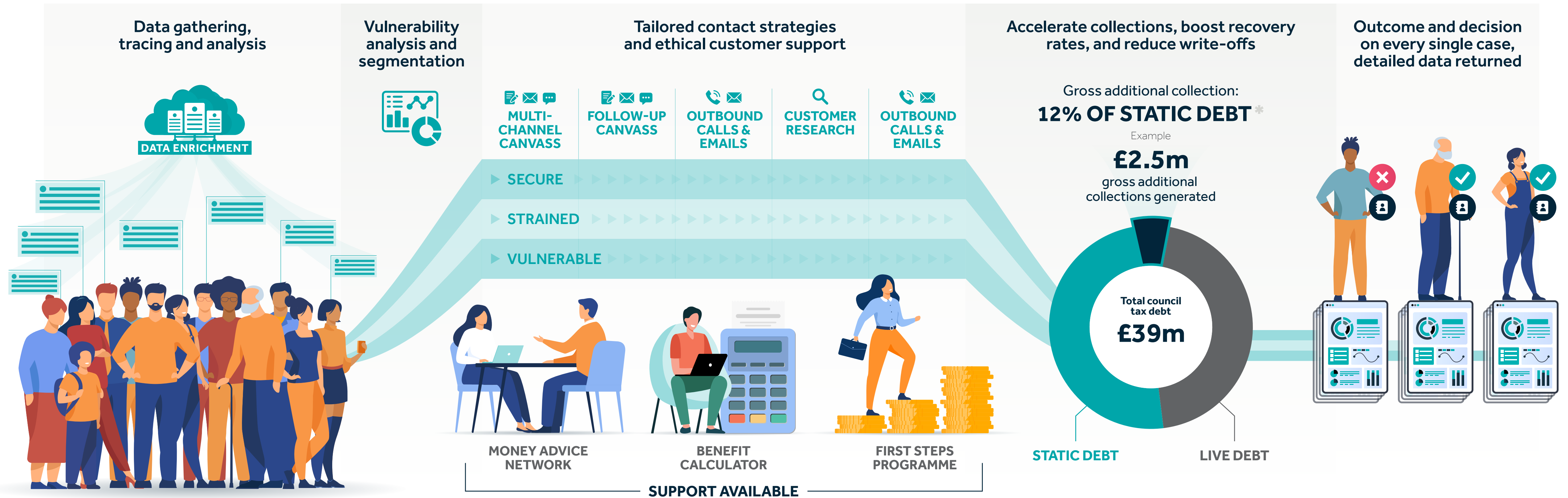
Liberata's Debt Assist service is a transformational and ethical approach to debt recovery, focusing on static debt. We analyse, enrich and segment your existing customer data, create a tailored communication plan for each segment, and offer proactive support that addresses the root causes of debt. This helps customers pay, accelerates collections, boosts recovery rates, reduces write-offs, and strengthens customer relationships.



Analytics: up to four weeks

Delivery: up to three to six months

Wrap up: up to two weeks



Static debt increasing and harder to collect
More people stuck in debt cycle

95% of calls resolved on first contact
Enhanced customer relations
Fair and ethical practices aligned with FCA

£10,000+
Average additional annual benefits identified per person using the Benefits Calculator

Propensity to pay fine-tuned

Increasing debt
Budget deficits
Same approach for years

Customer Self-Service Portal
Insight-led contact strategies
Genuine customer support
Financial empowerment

Secure payment solutions
478%
Potential net return on investment

Ability to better manage ongoing debt pool

CHALLENGES

BENEFITS TO LIBERATA APPROACH

APPROACH OUTCOMES

CONCLUSION

*static debt is debt with no payment or contact for over three months, and not in an active recovery cycle