

Overview

Garden Waste – push to Direct Debit, reducing cheques and online payments:

Cheque handling is costly and time-consuming, and also involves a lot of chasing letters reminding customers they need to pay. The Demand Management Team was asked to review the garden waste renewal letter to try and get more people to pay by annual Direct Debit. They suggested a direct debit slip at the bottom of the letter and some clear and concise instructions, moving the alternative ways to pay to the back of the letter. This has seen a huge reduction in cheques (2,961 fewer) and a massive increase in DD take-up (4,610 more) over the last year. It costs an average of £10 to handle each cheque, so the measure of success equates to £29,610 saved in cheque processing alone.

	<i>Sept 2016 (old letter)</i>	<i>Sept 2018 (new letter: 2 years)</i>
<i>Total GW accounts paid</i>	18920	18492
<i>Total paid by cheque</i>	3894 (20%)	933 (5%)
<i>Total paid by DD</i>	4288 (22%)	8898 (48%)