



## CASE STUDY

# DEBT COLLECTION

## The Partnership

Our partnership with Perch Group started in 2017 when they were an emerging startup with just over ten employees. This collaboration has allowed Financial Cloud to develop a comprehensive understanding of Perch Group's objectives, target market, industry challenges, and the strategic support our technology provides. We are committed to achieving outstanding results for consumers together.

Since partnering with us, Perch Group has rapidly grown to become the leading collections and acquisition firm in the UK, expanding their business to achieve revenues of over £25 million, with a workforce of more than 200 employees, and serving over 1.5 million customers. This growth has been achieved with the open and scalable technology provided by Financial Cloud.

## Powering High-Growth & Delivering Exceptional Value at Scale

### About Perch Group

Perch Group was founded in 2016 and is one of the fastest growing and most ambitious debt purchase, collections, litigation and reconnection firms in the UK.

They provide a one-stop-shop of market-leading, data-led services across the whole debt lifecycle through their sub-brands Perch Capital, ACI-UK, and TM Legal.

# The Financial Cloud Solution

Through our collaboration, Perch Group has achieved unprecedented levels of client satisfaction and made significant contributions to enhancing individuals' financial health.

## Business Expansion

Financial Cloud's solutions have empowered Perch Group to exponentially expand year on year, the 2022-2023 figures demonstrate this:

- ☑ 68% increase in collections
- ☑ 40% increase in customer base
- ☑ 44% growth in accounts acquired

## Enhanced Self-Service

- ☑ Customers are able to interact with self-service accessibility 24/7.
- ☑ Over 37% of collections now processed via self-service each month.
- ☑ Online self-evaluation tools that offer customers the flexibility to communicate their financial situations, allowing Perch Group to tailor their support services more effectively.

“Financial Cloud has enabled us to strengthen our business operations and experience tremendous growth while remaining committed to the needs of our customers.



**Max Houghton**  
COO, Perch Group



**Financial CRM**



**Customer Portal**



**Communications Platform**



**Intelligent Payment IVR**



**PaymentLinks**

## Operational Improvements

- ☑ Automating over 4 million personalised letters, emails, and SMS per month.
- ☑ Reducing manual tasks via our intelligent event-based automation, enhancing efficiency and saving thousands of hours of staff time.
- ☑ Perch Group prioritise a digital-first customer experience, leading the industry in this realm. They offer customers more than just the ability to view balances and make payments; they provide full account management online, placing customer wants and needs at the forefront.

## Connect with us

[Click here to request a demo](#) to learn more about how Financial Cloud can **help you** deliver exceptional customer experiences and **increase** operational efficiency .



**Get started**