

**BACS' AUDDIS
DELIVERING
COMMERCIAL
BENEFITS TO
ROKEBY SCHOOL**

CASE STUDY





AUDDIS - THE EFFICIENT, PROFESSIONAL AND SIMPLE WAY TO MANAGE YOUR DIRECT DEBITS

AN INTRODUCTION TO AUDDIS

What is AUDDIS? It's simply how the payments industry refers to the AUtomed Direct Debit Instruction Service, a system which takes paper and pain out of the way Direct Debit Instructions are exchanged between the biller and the customer's bank; Direct Debit Instructions, of course, are the first step in collecting regular Direct Debit payments.

"AUDDIS HAS TRANSFORMED THE WAY WE COLLECT SCHOOL FEES, RESULTING IN AN EFFICIENT SYSTEM WHICH MAKES LIFE EASIER FOR PARENTS AND OUR FINANCE TEAM"



THE CHALLENGE

Background

Rokeby School is a leading independent preparatory school in Kingston, Surrey. Its small finance team is responsible for the smooth collection of £6.5 million in fees every year, £4.5m of which is via Direct Debit. But the established paper-based process for setting up Direct Debit Instructions was neither efficient nor error-free, something that added to the workload of the team as well as affecting relationships with customers.

Finance manager Tara Chasteau said: "The old system was painful, hugely time-consuming and a very manual process. We had to send the mandate to the parents, wait for it to be returned, read the document, scan it, key in the information, and then post the thing out to the bank. All of which takes a significant amount of time and effort. Even then, we'd see around 30% failing on set up, from going missing in the post to having the wrong details – something as simple as a transposed digit in the account number meant the process ground to a halt.

"The result was cross parents and delayed income - we were either chasing replacement or corrected forms or explaining to them that fees they thought had been dealt with actually hadn't been paid, neither of which looks great from a customer perspective. The whole process was clunky, inefficient, and not at all client-friendly."



THE SOLUTION

Tara felt moving to AUDDIS would bring harmony back to the school / parent relationships and take some pressure off the finance team at the same time. She put her case to the school board and received their full endorsement.

Tara contacted the school's sponsoring bank, HSBC to discuss beginning the switch – and, three months later, the migration was complete.

The process was managed between Tara and HSBC, with the school's bureau, Clear Direct Debit, providing informal help and guidance along the way. Migration involved three main steps:

- submission of the AUDDIS application form
- preparation of internal systems, including software, to accept the new submission and message format
- successful completion of the AUDDIS testing procedures

Once these had all been done, the school simply began using AUDDIS with training for the finance team minimal, taking just 20 minutes.

"ALL OF THE INFORMATION IS NOW AT OUR FINGERTIPS, AND WE HAVE SIGHT OF EVERYTHING."



BENEFITS

Tara said: "It's all so easy now. Instead of manually keying in data, with the risk of errors, we're simply uploading the information and not relying on the post for it to reach the bank. If a mandate is rejected, we are aware and can address the problem quickly – all of the information is now at our fingertips, and we have sight of everything."

"We've seen a massive reduction in paper, and that feels far, far more secure than having paper copies of mandates. It's so much easier to find and track information, and we're now working to add a self-service section to the school's secure website where parents can check details themselves rather than having to come through to the finance department."

"Moving to AUDDIS has saved us time, enabled us to be far more efficient, and has given us more control and security. On top of that, this system now looks and feels so much more professional for our parents."

"Why would you not want that?"



“MOVING TO AUDDIS HAS SAVED US TIME, ENABLED US TO BE FAR MORE EFFICIENT, AND HAS GIVEN US MORE CONTROL AND SECURITY.”



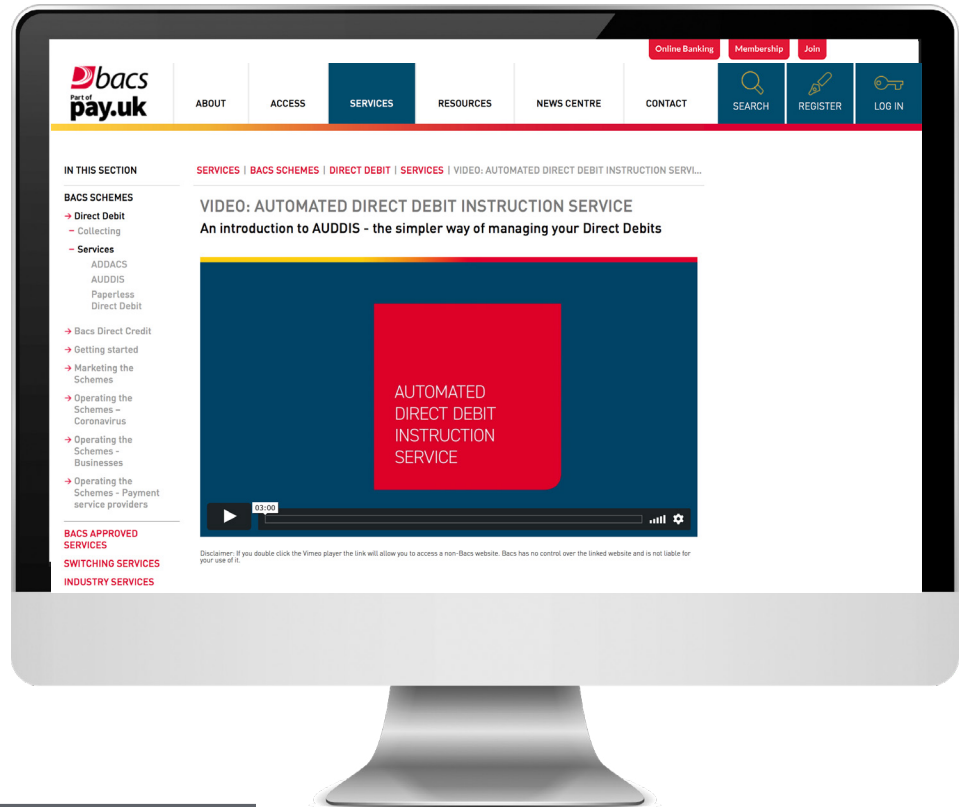
WHY SHOULD YOU SWITCH, TOO?

There are many businesses like Rokeby that have benefited from moving to AUDDIS, and that’s because the system provides tangible benefits for payment collection:

- faster – set up and first payment collection is quicker through AUDDIS
- smoother – AUDDIS reduces chances of keying errors which have a detrimental impact on smooth payment collection; it also avoids Direct Debit Instructions being lost in the post
- cheaper – AUDDIS reduces the number of payments returned unpaid; and unpaids cost businesses valuable time to resolve and can affect cashflow
- better – a better customer experience, with reduced potential for hiccups in payment collection and the resulting customer dissatisfaction

In addition, moving to AUDDIS is the first step on the path to Paperless Direct Debit, with all of its environmental, business, and customer benefits.

For more information on AUDDIS and what it can do for you, watch our short video here



CONTACT US

For more information on AUDDIS, please contact Julia Dunne, Business Development Manager at : SchemeSupport@bacsservices.co.uk or visit www.bacs.co.uk