

Direct Debit Challenge League Matrix

Direct Debit take-up

Percentage increase	Score
1 - 3	10
4 - 6	20
7 - 9	30
10 - 12	40
13 - 15	50
16 - 18	60
19 - 21	70
21 - 25	80
Total	360

Marketing Campaign

Description	Criteria	Maximum score
Campaign	• Type and concept of campaign	10
	• Strategy	10
	• Results	15
PR	• Local radio coverage	15
	• Press coverage	10
Promotion activity	• Types of literature material created	10
	• Literature quality & messaging	15
	• Direct Debit guarantee promoted in literature	10
	• Quality of DDI	5
	• Location of literature displayed	10
	• Types of direct mail	10
	• Local events planned	10
Incentives	• Prize draw and competition	5
	• Choice of payment dates	5
	• Options for payment frequency	5
	• Arrears options	5
Customer handling	• Dedicated Direct Debit team	5
	• Staff trained using Direct Debit training material	5
	• Telephone helpline	5
	• Website support	5
Other	• Submit additional campaign information to gain extra bonus points	10
Total		180

Additional bonus points

Description	Criteria	Maximum score
Best Practice procedures	<ul style="list-style-type: none"> Evidence of key benefits of best practice Evidence of reduction of unpaids 	20 10
Direct Debit e-learning material <i>(Link to training webpage)</i>	<ul style="list-style-type: none"> Staff trained using the 'Direct Debit Essentials e-course' Staff trained using the 'Paperless Direct Debit e-course' 'The Great Balloon Race interactive multimedia quiz' as part of your internal training and development programme Staff trained with other accredited training method 	10 10 10 10
Bacs efficiency performance report <i>(Link to BEI webpage)</i>	<ul style="list-style-type: none"> Registered to receive the report The effectiveness of the report <ul style="list-style-type: none"> Levels of unpaids Reduction of unpaids Unpaids in comparison to group 	20 10
Total		100

Grand total points	640
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