

Direct Debit Training – e-learning from the experts

Bacs has developed a range of engaging e-learning courses designed to encourage best Direct Debit practice in organisations across the UK. Each course contains information presented in an easily digestible format and will equip your employees with the knowledge they need to promote, process and work with Direct Debit efficiently.

Modules are aimed at specific areas within your business – from front line call centre teams to those who require more detailed knowledge to run Direct Debit.

Why regular training is a must

- In 2007, almost 7% of Direct Debit users said they had experienced a problem with a Direct Debit payment in the last 12 months
- Two thirds blamed the organisation collecting the payment
- 17% said they were less likely to pay by Direct Debit in the future as a result
- 55% of those blaming the organisation involved said they were more likely to switch supplier as a result of the experience
- Customers who have a Direct Debit related problem resolved straightaway are five times more positive about the experience than those whose problems remain unresolved.

Direct Debit is your preferred method of collection but are you certain your customer service teams are fully up to date with their Direct Debit knowledge?

- Are they confident enough to discuss the difference between a Direct Debit and a Standing Order with a customer?
- Do they know how the Direct Debit Guarantee works, and can they explain its benefits to a customer who's not convinced that Direct Debit is the payment method for them?
- Do they know their ADDACS from their ARUDD?

Interactive and engaging courses

Our online courses are fully interactive, enjoyable and take no more than 30-45 minutes each to give your employees the key information they need.

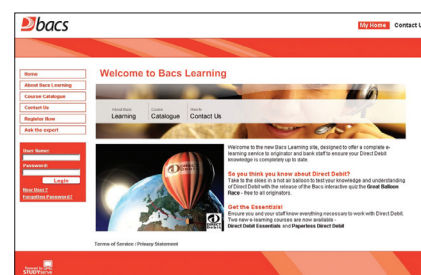
Each employee who successfully completes the course and test receives a personal certificate signed by the managing director of Bacs. This enables your employees to gain banking industry recognition of their knowledge and skills in working with Direct Debit.

Courses are available at three levels:

Level 1 - Introduction to Direct Debit

For call centre employees who sign customers up to Direct Debit and handle Direct Debit enquiries. On successful completion of the course your employees will be able to promote the benefits of Direct Debit to your customers and understand, resolve, or act on any general customer queries relating to Direct Debit. This 30 minute course includes:

- An introduction to Direct Debit
- How a Direct Debit is set up at a bank
- How the first and subsequent Direct Debit collections are made
- The benefits of Direct Debit to the customer.



Level 2 - Working with Direct Debit

This course is ideally suited to employees who work in the billing/payment collection areas of the business and/or handle more complex Direct Debit queries.

This course explores the Direct Debit Scheme in greater detail than the *Introduction to Direct Debit* course and is aimed at employees who might become involved in more complex areas such as resolving unpaid Direct Debits or indemnity claims. This course can also be used to further develop the knowledge and understanding of employees who have successfully completed the *Introduction to Direct Debit* course. Successful completion of this course and the short accompanying test will enable your employees to answer the majority of Direct Debit queries, helping you provide a comprehensive service to your customers.

Level 3 - Managing Direct Debit

For employees or senior management who are responsible for Direct Debit collections within a business or those that require an in depth knowledge.

This course covers the entire Direct Debit Scheme, and provides a solid grounding in the fundamentals of Direct Debit. It is aimed at those people who are responsible for Managing Direct Debit within your business and/or need to understand the set up and collection process from end-to-end. Covering all the topics within the first two courses, the *Managing Direct Debit* course also explores in more depth areas such as AUDDIS, Paperless Direct Debit and the responsibilities of the Direct Debit service user under the Scheme. The course is modular in design allowing employees to fit the learning around their work schedule.

In addition there are two further interactive e-learning courses:

Introduction to Paperless Direct Debit

A 30 minute course covering everything an organisation needs to know when moving from paper based to Paperless Direct Debit. Mandatory for new Paperless Direct Debit service users and available free of charge for two people within a service user organisation, for up to 90 days.

The Great Balloon Race

A fun, free diagnostic quiz to help you identify your level of knowledge and which training course is right for you. See if you can fly from London to Sydney, answering questions correctly to complete each stage of the race.

Contact us

All three of these new courses are available via the Bacs learning site www.bacslearning.com or can be uploaded to your own intranet or learning management system. The courses cost from £35 per individual for the *Introduction to Direct Debit* course, with group licences available at a discount. Access is for a full 12 months and includes any updates released during that period. Full management information is available for corporate licences.

All courses can be tailored to incorporate your specific business processes and can be re branded and given your own corporate identity to fit within your existing learning programmes if required.

For full information and a quotation please contact the Bacs learning enquiry line on 01202 318520 or enquiries@bacslearning.com