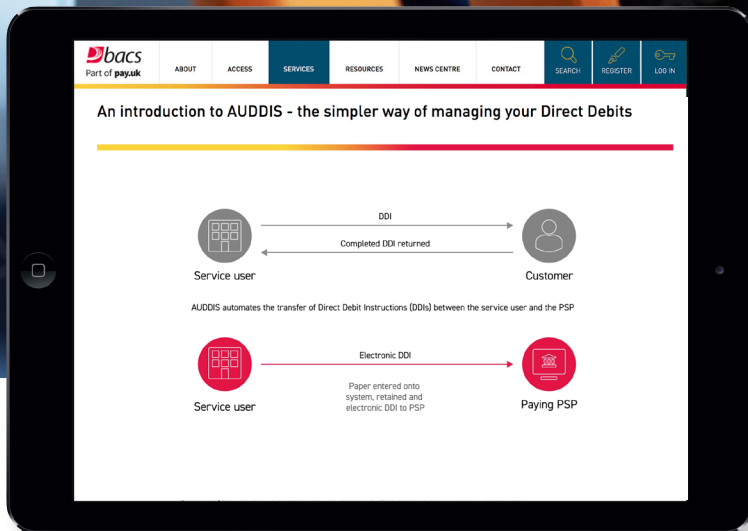


# AUDDIS – DELIVERING COMMERCIAL BENEFITS TO WALTHAMSTOW HALL

## CASE STUDY





AUDDIS - TAKES PAPER AND PAIN OUT OF THE WAY DIRECT DEBIT INSTRUCTIONS ARE EXCHANGED BETWEEN THE BILLER AND THE CUSTOMER'S BANK

### WHAT IS AUDDIS?

What is AUDDIS? It's simply how the payments industry refers to the Automated 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.

“OUR PREVIOUS PAYMENTS ADMINISTRATION PROCESS CAUSED DELAYS FOR BOTH PARENTS AND THE SCHOOL, SO ADOPTING AUDDIS GREATLY REDUCED THOSE ISSUES AND MADE US LOOK MORE PROFESSIONAL OVERNIGHT.”



### THE CHALLENGE

Walthamstow Hall is an independent day school in Sevenoaks, Kent, with a history dating back almost 200 years. The school’s Direct Debit collections equate to nearly £8.4 million a year, a hefty responsibility for its small finance team and, until 2021, one that was handled almost entirely manually through a paper-based system.

Inevitably, that led to Direct Debit Instructions going astray, causing delays for both the paying parents and the school – and leaving the finance team concerned about the impression their customers were taking away.

“Forms were getting lost in the post, either between the customer and ourselves or ourselves and the bank – that caused hold ups in setting up Direct Debit Instructions. It’s far from efficient and certainly didn’t present the professional image the school deserves,” said finance manager Arjuna Jayatilaka.

In addition, the missing forms prompted multiple calls into the already hard-pressed finance team which the school recognised was inconvenient for busy parents. Then came Covid-19, and the already clunky system slowed still further.



“THE PANDEMIC HIGHLIGHTED MAJOR ISSUES THAT WERE CAUSED BY OUR OLD SYSTEM, SO MOVING TO AUDDIS ENSURED WE ARE READY FOR A BRIGHTER FUTURE”



## THE SOLUTION

Arjuna said: “The new temporary Direct Debit rules created in the pandemic meant we could send forms electronically but only to some of the banks – for the rest, it wasn’t quite so simple. We decided that we shouldn’t need to suffer through that outdated process, and saw AUDDIS as the solution, something that was fully supported by our board.”

Before Walthamstow Hall could adopt the system, they had to make sure their internal processes were ready to accommodate AUDDIS. Arjuna worked closely with the school’s sponsoring bank, NatWest, to put everything in place.

“The change provided us with an opportunity to interrogate all of our processes, reinvigorating them where we needed to, and ensuring they were properly robust,” added Arjuna.

That included adding thorough ‘Know Your Customer’ checks and making sure the existing software could support AUDDIS as well as setting up an online portal for parents. Once all of the internal foundations had been laid, the application was submitted; just 12 weeks later, the school’s new AUDDIS system was fully operational – and that took in the lengthy Christmas break, with the initial paperwork going in on 26 November 2020 and the go live date falling on 26 February 2021.



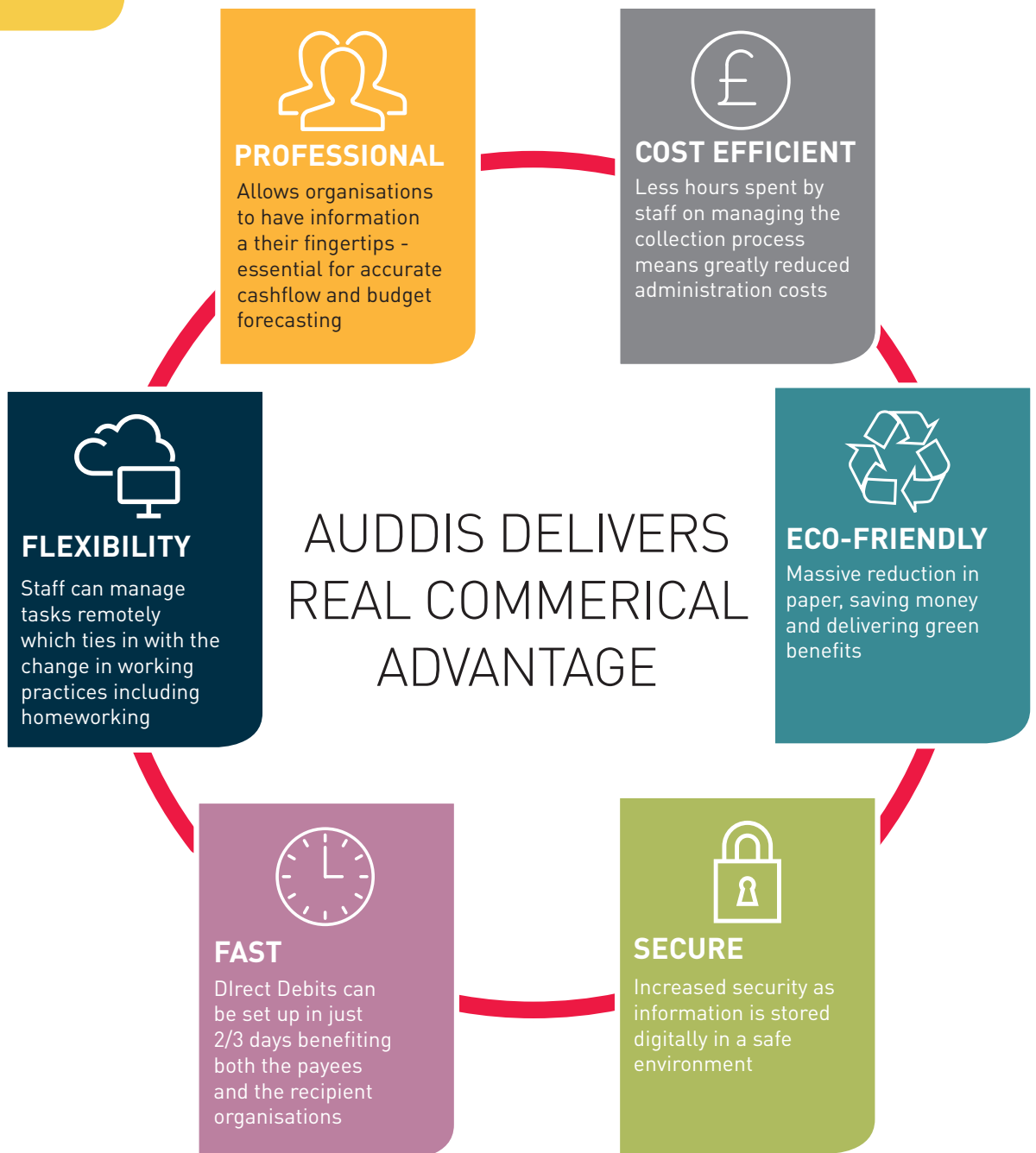
“ADOPTING AUDDIS MEANS THAT PAYMENT COLLECTION SYSTEMS ARE TOTALLY SEAMLESS AND DELIVERS HIGHER LEVELS OF EFFICIENCY”



### BENEFITS

According to Arjuna, he’s seen many benefits since making the move to AUDDIS. He said: “AUDDIS has made a massive difference. The process is now seamless, and it’s so much quicker, with Direct Debit Instructions set up in just two or three days. Forecasting is much more straightforward, too, with certainty of payment – any problems with collections experienced previously have all but ceased following the switch. And, on top of that, we’ve had excellent feedback from parents!”

### WHY SHOULD YOU SWITCH, TOO?



“AUDDIS BRINGS DIRECT DEBIT INTO THE DIGITAL AGE AND RESULTS IN A BETTER PAYMENT EXPERIENCE FOR EVERYONE ”



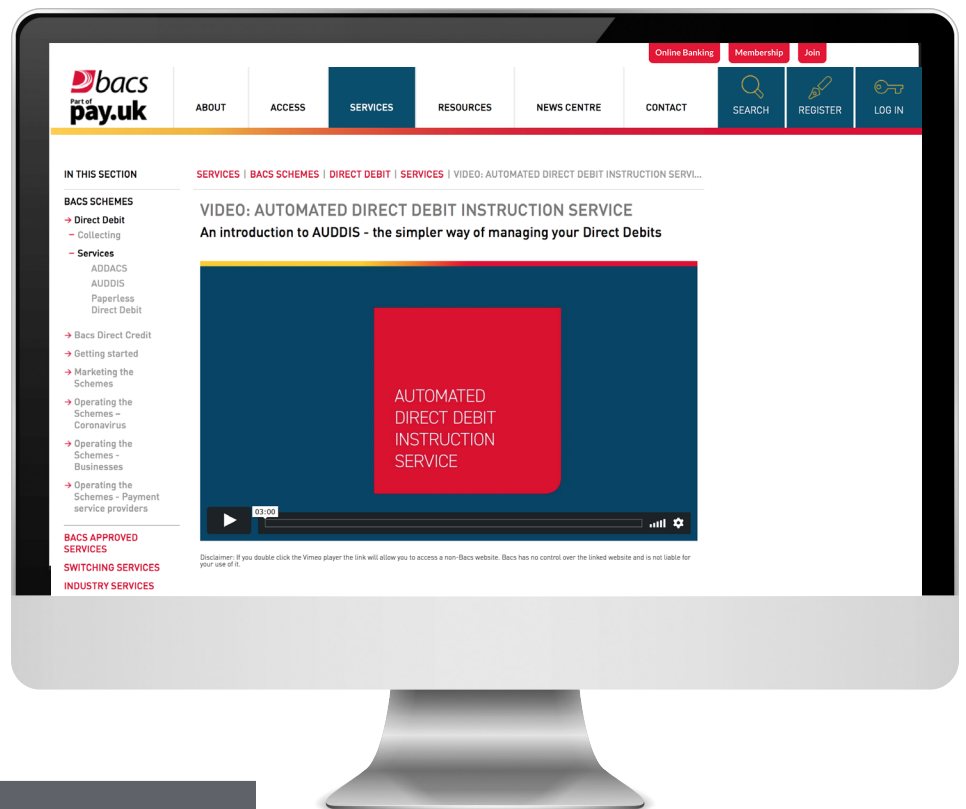
### WHY SHOULD YOU SWITCH, TOO?

There are many businesses like Walthamstow Hall which have also already benefited from moving to AUDDIS; 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 DD Instructions being lost in the post
- **Cheaper** – AUDDIS cuts the number of payments returned unpaid; and unpaids cost businesses valuable time to resolve (multiples 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](mailto:SchemeSupport@bacsservices.co.uk) or visit [bacs.co.uk](http://bacs.co.uk)