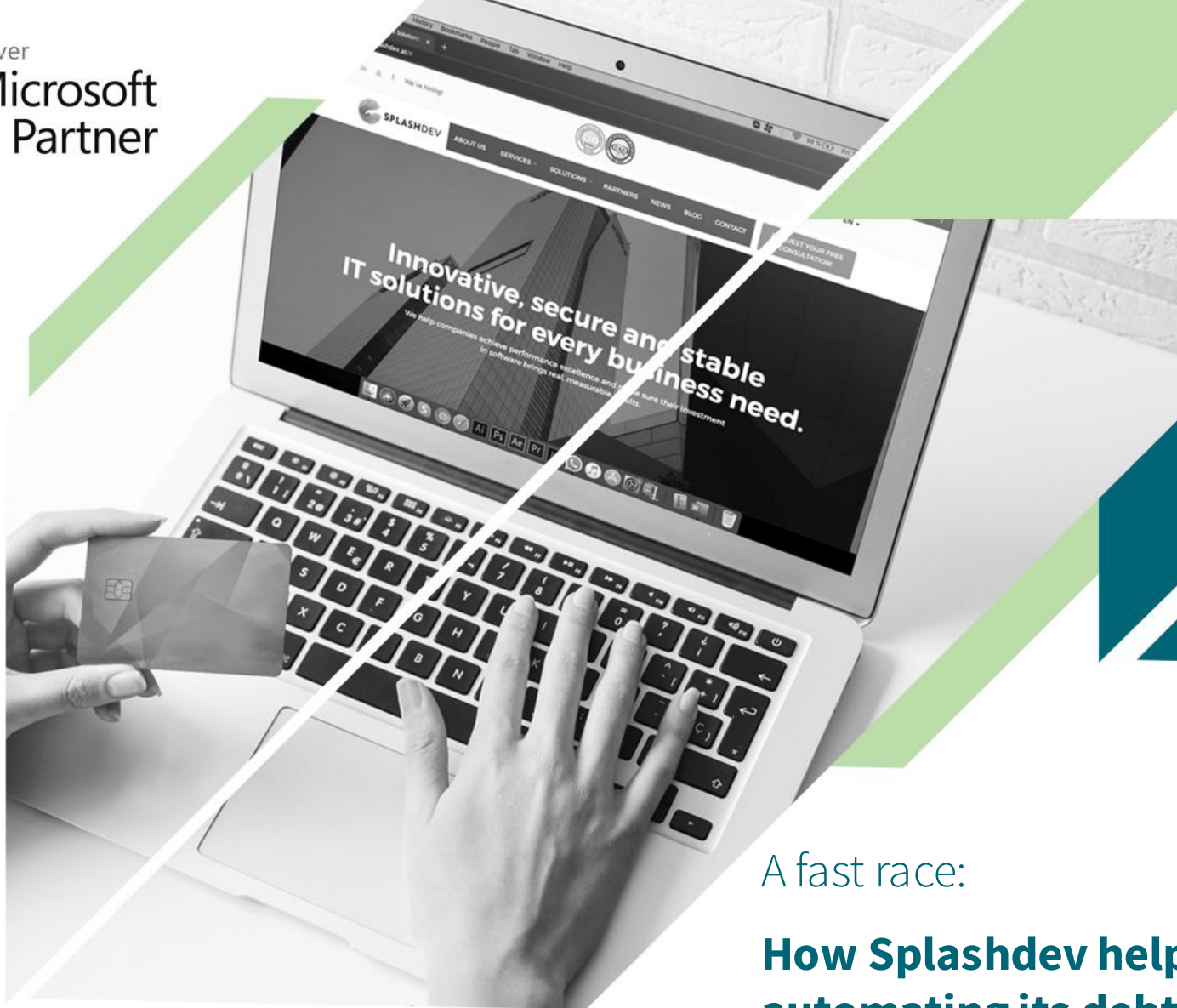


Silver  
Microsoft  
Partner



**SPLASHDEV**  
TECHNOLOGY & SOLUTION PROVIDER

A fast race:

**How Splashdev helped CREDEX  
automating its debt collection  
processes in just two and half months**

*The story of the implementation of SplashCollect  
at the end of 2019*

## About Credex

CREDEX IFN S.A. is a consumer loans company with 100% Romanian capital, created in 2018 by ALTEX ROMÂNIA, the leader of the electronics, house appliances, IT&C and multimedia in Romania.

Part of ALTEX Group, CREDEX IFN offers an extensive range of lending products, offering its customers flexible financing systems, perfectly adapted to customers' needs.

## Need for product:

The need for a complex product appeared at Credex when the portfolio started to grow very fast. First Credex used standard programs like Excel, then the need for a customized solution appeared.

By the end of 2019 Credex IFN anticipated a fast-growing demand of its lending products and consequently a sharp increase in the number of loan applications to be processed by CREDEX.

As the prediction was fulfilling, there was necessary to act fast, to implement a solution that will automate the process in order to keep up with the increased demand. Therefore, the new implementation should be very fast and should not add a heavy burden on already stretched human resources involved in debt collection.

SplashCollect being a CRM-based solution, the decision makers in CREDEX felt familiar with adopting this type of solution. Altex has a long history of using CRM solutions.

## Needs and pain points

In the consumer lending industry, some clients do not manage to pay the monthly rates on time. Here begins the debt collection processes and debt collection strategies.

CREDEX needed a software solution that can integrate with legacy enterprise software systems, extract collection data and then start the collection process. As the volume is very high, the system had to provide tools to handle large volumes of data, as automated tasks, management views, reports and alerts.

The integration with other software systems was one of the most important criteria in adopting SplashCollect.



## Issues related to the former system that SplashCollect solved:

- Excel does not carry much information, a better solution was necessary
- Traceability: It is difficult to track in Excel, and it is difficult to share files
- Sharing: Excel does not allow efficient multi-user browsing and updating
- SMS and physical mail: could not be managed by Excel
- It was difficult to track the processing of notifications and days until due date; the risk of human error was high.
- In Excel it was not possible to work multiple users simultaneously and to see activity of other users simultaneously.



## The solution

CREDEX chose to implement SplashDev, the debt collection software solution built by SplashDev Technology and Solution Provider on top of Microsoft Dynamics Platform.

As time was a critical constraint, the two companies allocated a team of professionals with experience in similar projects. The team managed to keep the implementation within two and a half months timeframe, even if the end of the year with Christmas and end-of-year vacations happened during the second month of implementation, close to the critical phase of testing.

SplashCollect was integrated to CREDEX's ERP and was fed with collection data from the live system.

The collection process used by CREDEX was configured in order to automate tasks as data entry; mass, personalized e-mail creation; alerts and tasks creation.

The learning curve was steep, as all users were accustomed with the look & feel of the Microsoft applications.

Now, the collection cases are created automatically, automated alerts and messages, personalized for each case are created and sent automatically. Only the tasks that require a conversation between a human employee and a customer are left to be solved by the employees of CREDEX.

Events as “promises to pay” are registered in the system based on the agreements reached with the debtors. The collection process is set on hold for such agreements and no actions are taken until the date of fulfilment of obligations or until a promise is broken. The calculation of dates, stages, notifications and actions are made by the system and they change when circumstances change.

Alerts are set, so the cases that require the intervention of a human employee are never missed.

The adoption of fast, as no major bug manifested, and minor ones have been corrected very fast.



## Benefits

The implementation of SplashCollect delivered an increased ability to handle more collection cases with the same employees.

The time savings were significant: activities that could last 2 hours, were reduced to 5 - 10 minutes with notifications.

As SplashCollect can handle multiple collection processes, it became easy to set up different processes for different classes of clients. It was possible to not subject a top customer to the same procedure as random customers and with a personalized service it is now possible to show the appreciation and courtesy deserved to the most loyal customers.

As delays, periods are calculated automatically and collection actions are triggered by these exact calculations based on the collection process timeline, there are no mistakes and delays.

Every action is logged and can be audited, and this improves the quality control.

Bugs: All bugs were quickly and efficiently fixed.

Overall, if it is to summarize what the implementation of SplashCollect did for CREDEX, is the improved ability of collecting more, better and with a much lower cost than before.



## Testimonial

*“We managed this implementation very quickly because Splashdev was very prompt and Credex supported with streamlined resources and clear implementation strategy. Everything went smoothly and well.*

*Knowing SplashCollect better, we develop strategies on collecting activity more and we know more clearly what to ask as software implementations. SplashCollect helped us a lot to optimize our strategies!”*

**Ioana Bancu**

Credex representative,  
speaks about SplashCollect:







# SPLASHDEV

TECHNOLOGY & SOLUTION PROVIDER



Calea Mosilor 21, et. 1  
030141 Bucharest (Sector 3)

**Romania**

+40 31 069 92534



Johann-Strauss-Gasse 3, top 15  
1040 Vienna

**Austria**

+43 664 341 0475



19958, Coastal Highway  
16192 Lewes (DE)

**United States of America**

+1 (302) 480 9778



51 Petrovskaya st  
347900 Taganrog

**Russian Federation**

+7 (863) 469-22-04



Rua do Campo Grande, n.o 28, 7 C  
1700-093 Lisbon

**Portugal**

+351 (308) 80-1274



16 Milton Lawns Amersham  
HP6 6BJ

**United Kingdom**

+44 7574440767

**info@splashdev.at | www.splashdev.at**