



Case Study

Financial Services

Blake Collections Applies Game Mechanics to engage people and drive business growth

Blake Collections (Blake) has more than 30 years of experience in debt recovery services. The South African organization's scalable solutions cover the entire debt life cycle across a range of industries, including banking and finance, telecommunications, retail, medical, education, and business.

HQ: South Africa
HRCC Employees: ~800
Time to results: 12 months

4

Week Launch

80

Running Campaigns at one time

50

Monitored and measured production and performance KPIs



Customer Goals

- Stronger communication.
- Measure performance and success.
- Motivate and engage all employees.
- Develop an agile and fun approach to address all the client cycles and KPIs.

"We're a people business and understand that the real value in our business resides among our staff. We're shifting the process of skills development from a routine chore into an exciting and competitive experience."

- Dave Holding,
Collections Executive, Blake Collections

Move The Middle

Empower all agents to succeed and win,
not just the top performers



Engage

- More effective lines of communication through the singular platform.
- Incentivize and motivate to build desired skills and behaviors



Coach

- Moved from a manual and very challenging coaching process to digital, real-time AI powered coaching opportunities.
- Ability to coach on individual behaviors, skills and opportunities. No longer one size fits all.



Improve

- Focus on targeted the middle-tier performers to boost performance and incentivize so the same top performers aren't winning every time.
- Become more efficient and agile for the different client cycle dates .

Central has been a key player in Blake's success. The first team was live within four weeks, and it took only two months to deploy to the remaining 76 campaigns. 850+ users are now uploaded on the platform

“Central's expert gamification experience, coupled with its knowledge and integration with the Verint Open CCaaS Platform and understanding of our business, are keeping people emotionally engaged with their work and motivated to hit their targets.”

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The Central team gave us a demo of the platform and we were hooked. One of our requirements was to customize the platform to meet the diverse needs of our 80+ debt collection campaigns. With Central's expert support alongside Verint, the solution could be adapted quickly and easily to meet our different products, markets, and cycle dates.

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Dave Holding,
Collections Executive, Blake
Collections