

## Case Study - British Gas Business



British Gas Business provides a B2B service and has a mass market share within the gas and electricity industry. There are approximately 300 people working within the SME Credit team of which 70% are permanent employees. British Gas Business is heavily regulated and the customer experience is monitored and scrutinised frequently through different mediums. In terms of its vision, people development, customer advocacy and retention are fundamental. Success is measured through cash collection performance.

### The Challenge:

Key challenges for the SME Credit team.

- A high percentage of the team to achieve Credit qualifications.
- To provide bespoke solutions around the behavioural aspects of Credit Management to a diverse collections audience.

### CICM Training Solution:

British Gas Business already has a very effective 'in-house' programme of training and development spanning a range of areas, including induction and management development to support its people, develop consistency across teams and build on business performance.

For the specialist area of credit management, they joined forces with the Institute of Credit Management (CICM) to develop specific training programmes that would support its credit team in two key areas:

### Key Area 1 – CICM Cash Collections Training

This training is now part of every team member's new starter 'Learning' experience. This induction training gives them the best start, covering elements around negotiation, objection handling and assertiveness. They additionally benefit from the trainer's wealth of experience within the Credit Industry.

### Key Area 2 – CICM Legal & Enforcement Training

This is an advanced and more specialist programme for team members looking at solutions and the correct terminology to use when discussing legal action and enforcing payments. The trainer is a legal expert with a wide range of practical knowledge and experience in this field.

### CICM Skills Awards

British Gas Business is also encouraging its team members to undertake CICM Skills Awards, which provides them with a stand alone Award, attributed with a number of credits that can be the starting point to achieving a full CICM qualification through the CICM Diploma Pathway.

The team members who have taken on this challenge have achieved fantastic results, embedding their skills in the workplace and providing real evidence of effective learning.

### Outcomes and Benefits:

- Raised cash collection performance – achieved through improved confidence and assertiveness.
- Shorter, quality calls – due to conversations being specific and to the point.
- Employee engagement – the credit team was in the top two across the SME team.
- A valued and motivated team – providing a quality service.

**For more information on CICM In-Company training, email: [training@cicm.com](mailto:training@cicm.com) or visit [www.cicm.com](http://www.cicm.com).**