

## CREDIT INDUSTRY CASE STUDIES



### **MOTORMILE FINANCE UK LTD**

MMF is a debt purchase company, specialising in buying distressed debt and collecting it through our unique blend of experience and collections strategy.

The ability to communicate directly with customers is essential for MMF, who uses SMS for a range of personal communications including, notifications, reminders and updates.

MMF use Campaign Manager within the Dynmark Cloud Portal to send SMS.

MMF often send over two million SMS each quarter and using Intelligent Filtering (removing numbers based on pre-determined criteria) have cleaned their data helping save over £7,000 per quarter, resulting in increased delivery rates and return on investment.

#### **SINCE USING DYNMARK**

**OVER 3,500,000** messages processed

**800,000** messages filtered

**OVER £7,500** saved

“*Dynmark provide fresh and innovative data, segmented into digestible chunks. This allows the development of a more fluid contact strategy, increasing revenue and reducing costs. Always a pleasure to work with.*”

**Colin Currie, Business Planning and Strategy, Motor Mile Finance UK**

