

# How Automation Can Improve Customer Service and Boost Sales

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**Director, O2C | Global Ad Sales**

- 18+ years of experience in credit and collections
- Industries: For-profit education, construction, fintech, media, and telecommunications
- Geography: Multi-site regional, national, and international operations

# Agenda

- **About Warner Bros. Discovery**
- **Pre-Automation Challenges and Collections Landscape**
- **Automated Collections Served us Right**
- **Boosting Sales Numbers**



HQ: New York, USA

Revenue: \$12.2 Bn (2021)

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## Poll Question

What is the most prominent pain-point for your collections process/team?

A. High volume of open invoices

B. Repetitive and manual tasks

C. Lack of cross-team collaboration

D. Unable to contact all customers

# **Pre-Automation Challenges and Collections Landscape**

# Pre-automation Landscape

## Collections Before Automation Kicked-in



More than 4,000  
open invoices



37 collectors across  
5 business units



No internal  
collaboration

# Major Challenges in the Collections Process

- Lack of real time collections activities insights

- Complex prioritization of high risk customers

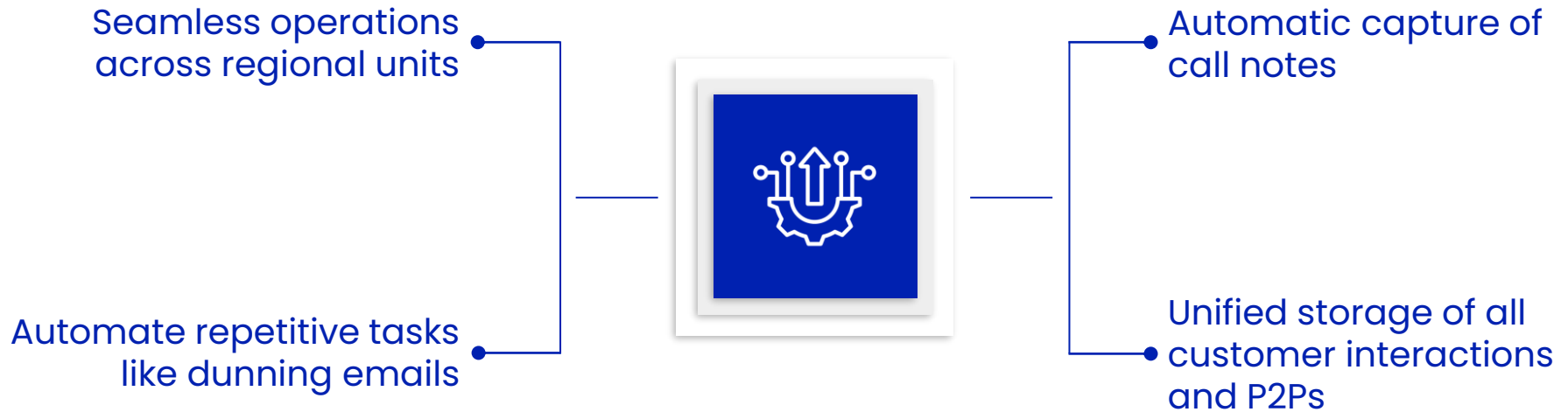
- Manual and repetitive tasks like dunning emails

# **Automated Collections Served Us Right**



# What Collections Teams Wanted?

## An Efficient Collections Process



# Actualized Benefits



Real-time visibility into all customer accounts



Auto-prioritized worklist to ensure faster 'past-due' recovery



100% automated dunning, and auto-capture of notes and customer interactions

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**43% reduction in DSO in 1 year**



**54% reduction in ADD in 1 year**



**52% increase in percent current in EMEA**

**Collections Automation Helped Warner Bros. Discovery to  
Not Only Deliver Quality Customer Service Experience  
But Also,**

**Boost Sales Numbers!**

# Impact of Automated Collections on Sales

## Collections Teams' Activities

Accounts' historical performance and risk previews

Regular sync with sales leadership

Hierarchical collections capability allowed the team to focus more on high value clients



Sales  
Function

Better client targeting for upselling


Improving cash flow

Increasing conversion rates and revenue



Collections are all about customer service. It's not about collecting money, it's about removing barriers to payment.

Acquiring customers is much more expensive than keeping them, so let's keep them.



# Q&A