

Case Study

Transforming debt resolution with RCS and Webex Connect

Customer Summary

Customer Name

oneSource

Industry

Government & Public Sector

Category

UK

Breaking communication barriers to drive ethical debt resolution

oneSource Debt Resolution Service is an esteemed Public Sector Shared Service based in the UK, dedicated to providing debt resolution services for the public sector. With an unwavering commitment to the welfare of all, oneSource strives to ensure equitable and compassionate treatment of citizens while effectively addressing local authority debt.

However, oneSource encountered several challenges that hindered their ability to communicate efficiently with customers. They saw a need for personalization to address the unique circumstances of each individual. One of the key issues was the lack of access to communication data, hindering them from having a holistic view of each customer situation. Plus, the prevalence of fraudulent activities and phishing scams in today's digital landscape has made customers increasingly cautious when responding to unverified payment-related communications.

Recognizing the limitations of the industry's reliance on communication methods like mail, voice, email, and SMS, oneSource identified an opportunity to improve the enforcement-customer relationship. They aimed to transition from traditional methods and embrace personalized digital communications to better understand and serve customers. To achieve this, oneSource leveraged Webex's Communications Platform as a Service (CPaaS) solution, Webex Connect, to implement Rich Communication Services (RCS).



Challenges

- Over-reliance on traditional mail as the primary communication method
- Limited visibility into customer behaviors and preferences
- Reduced customer trust due to fraud and scams



Objectives

- Introduce RCS to gain valuable customer insights and improve engagement
- Enhance CX by leveraging personalized digital communications
- Increase customer engagement, trust, and payment rates
- Achieve better outcomes for all stakeholders involved



Why Webex?

- Webex Connect offers seamless integrations with existing systems, enabling quick deployment of RCS
- Webex provides reliable account management and professional services, ensuring a smooth transition to digital communication channels

Solution

RCS allows businesses to create app-like experiences within the messaging inbox. Users can enjoy seamless delivery of high-resolution images, videos, group chats, carousels, payment processing, rich cards, and many other captivating features. And with RCS, businesses gain valuable insights through detailed reporting. oneSource leverages Webex Connect to deploy interactive communication experiences for customers via RCS. The goal of providing better outcomes for all drives this technology transformation forward.

Our enterprise CPaaS solution, Webex Connect, integrates with oneSource's existing SMS alerts system with TelSolutions to orchestrate, automate, and monitor all of their customer interactions. With Webex Connect, oneSource's business teams can easily deploy payment reminders and customers can conveniently make payments without leaving the chat. And it expands beyond payment-related communication.

oneSource deploys personalized customer journeys related to welfare as well. Webex enables the organization to provide confidential advice and guidance to individuals in need, fostering a holistic and compassionate approach to debt resolution.

In enforcement, welfare plays a crucial role. In order to save time and help the maximum number of customers, businesses must fully understand the uniqueness of every customer situation before they reach their doorsteps. Webex Connect allows oneSource to collect valuable metrics from RCS interactions. With these insights, oneSource can tailor communication journeys to make customers feel truly understood and cared for. Not only that, but RCS improves trust with verified business accounts and custom branding. Leveraging the capabilities of Webex Connect, oneSource gives customers enhanced experiences and more chances to self-serve, all leading to improved collection rates.

“Embracing Rich Communication Services (RCS) presents great opportunity for a public sector shared service like oneSource Debt Resolution Services. By creating secure and app-like experiences through RCS, oneSource has not only enhanced customer satisfaction but also reinforced trust and transparency in payment interactions.”

Daniel Pearce, Director of Business Development at Telsolutions

Results

RCS now constitutes 15% of oneSource's total messaging volume, and their outcomes have been remarkable. Payment rates have surged by an impressive 30% since the implementation and read rates have increased to a remarkable 92.38%, up from 59% in 2022.

oneSource's strategic shift towards personalized communications through RCS, powered by Webex Connect, has not only improved operational efficiency but has also redefined the organization's relationship with its customers. This success story underscores the significance of adapting to modern communication methods and the invaluable role trust-building plays in the public sector's debt resolution services. By utilizing RCS capabilities and maintaining a strong commitment to ethical debt resolution, oneSource continues to achieve better outcomes for all.

30%

Increase in payment rates

92%

Read rate with RCS

15%

Of messages sent via RCS

“Our partnership with Webex has been a game-changer, and we are delighted with the value the solution has brought to oneSource.”

Daniel Pearce, Director of Business Development at Telsolutions

July 2025