



**Reduce  
risk.  
Improve  
collections.  
Sustain  
relationships.**







*Asili* - "the beginning of the beginning, origin, the source" (Swahili)

## Value statements

Our journey starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

**OUR MISSION** is to provide meaningful and trustworthy partnerships to our clients as a forward-thinking organisation by undertaking collections ethically and providing professional contact centre capabilities whilst upholding and protecting both our reputation and our clients' brand.

Our vision serves as the framework for our business and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

**OUR VISION** is to become a pre-eminent collections and contact centre organisation with an unmatched reputation for outstanding recovery performance and exceptional client relationships and customer service.

Our values serve as a compass for our actions and describe how we behave in the world.

**OUR VALUES** are that we strive for professional success, for our own business and that of our clients. We value integrity, transparency, accountability, innovation and professionalism. We believe in partnerships with our clients that are based on mutual respect and understanding.





## People



## Technology and systems



## Processes



## Who we are

Asili Risk Management was founded in 2009, primarily as a credit management organisation focussed on debt collection incorporating modern debt collection processes, systems and strategies to maximise overdue debt recovery on behalf of our clients. From our inception debt collection was, and still is the main area that we specialise in. Our focussed approach combined with offering our clients individually customised solutions to their debt recovery requirements, has allowed us to grow. We have also successfully added a Managed Services Contact Centre offering operating 24/7/365 to our suite of services. Leveraging on our experience in contact centre and communications management we offer Contact Centre Managed Services that cover the full spectrum of requirements of a client contact centre.

Asili is a subsidiary of the Peu Group. Peu is an established black owned and managed investment holding and financial advisory company. We draw on the Peu Group's extensive business experience, strategic insight and governance and reporting standards in our day-to-day operations. We are further supported through the efforts of Peu's experienced executives on our board. Asili is 100% black owned and holds a level 1 B-BBEE rating and is continuously striving towards maximising youth empowerment and job creation.

Asili utilizes the best of breed systems and recruits driven experienced people to drive collections and deliver services within the ambit of its Total Quality Culture philosophy.

A primary advantage is that we are a debt collections firm with a sound understanding of modern debt recovery principles and call centre operations. This enables us to apply proactive early stage and pre-legal collection strategies. Our managed services business offers cost effective outsource communications solutions to clients. These solutions cover the entire spectrum of your communications requirements.

In the event that there is a need for the institution of further legal processes we hand the matters to one of our preferred legal partners and we manage and coordinate that process on our client's behalf.

Enhanced professionalism and increased customer satisfaction with our flexible and affordable communication solutions catered specifically to your business.

Communication and interaction with customers can prove to be a prime differentiator. Asili's interaction with your clients is focused on maintaining and improving customer expectations and reinforcing your brand perception. We believe that a positive experience can encourage brand attachment, trust, and loyalty among customers. We strive for a personalised and proactive customer experience.

**DEVELOPING EMPOWERED, CONFIDENT, PASSIONATE BRAND ENTHUSIASTS**

To ensure that high standards are achieved, we ensure each Call Centre Agent is fully and properly trained, and assessed in terms of both quality and service requirements. Agent monitoring and coaching are practiced on a daily, ongoing basis to ensure client goals and KPIs are being met.



Flexible and quick to implement



cost effective



reliable



uncompromising quality



extension of your brand



ease of integration





# Our Offering

## DEBT COLLECTION SERVICES HOSTED CONTACT CENTRE SOLUTIONS

We believe that we are well qualified to assist both government and corporate organisations in reducing their investment in debtors by significantly improving the collection of outstanding accounts in general and those in arrears, in particular.

Asili utilises a number of leading systems that have been specifically chosen with client needs and wants in mind. We have also taken the time to ensure that we collaborate only with partners that have our interest and those of our clients in mind. Key to the choices that we have made in systems are the realisations that:

1. Clients want results and not excuses and as such we needed systems that have been tried and tested;

2. Peace of mind that we are able to adapt and change our systems driven processes to the ever-changing legislative environment that governs collections and the treatment of confidential customer information; and
3. Our systems have to deliver on the promises that they make to us because that is in turn the promise that we make to you as our client.

The result being innovative and flexible debt collections solutions for your business.



Asili offers, as its core service, the collections of delinquent debt with the following suite of value adding products and services as part of the standard collections offering:

1. Reporting;
2. Management of Audited Trust accounts - for the purposes of Debt Collection;
3. Bulk communications (phoning; sms; email; postage);
4. Training of staff on client products;
5. Coordination, collation and fixing of debtor Information through tracing; and
6. Listing and de-listing of errant debtors with registered Credit Bureaus in South Africa.

All our collections are done on a NO COLLECTIONS NO PAY basis with the only cost to you being the negotiated commission that we would charge on monies collected. Thus the service is on a risk basis and our fee is all inclusive.

We are members of the Association of Debt Recovery Agents and the Council of Debt Collectors and subscribe to their code of ethics.



innovative and flexible customer communication solutions for your business





# Our Experience

Asili owns a fully-fledged 35 seater collections contact centre within the Randburg CBD central business district as well as a 50 seater managed customer services contact centre located in Rosebank. Our past and current customers include:



# Client Testimonials

## Wesbank

*"To date Asili has performed consistently in respect of the agreed SLA, they continue to meet and exceed expected collections targets. We recommend Asili as an outsource partner to any entity which wishes to conduct business with them"*

## Le Morgan Direct Marketing

*"We are pleased to have Asili Risk Management as an associate and will recommend their services as debt collections partner and debt review administrators to anyone who wishes to engage their services"*

## Total Utilities Management Services

*"To date, Asili has performed consistently and in line with agreed service levels. They continuously meet and exceed our expectations. We would not hesitate to recommend Asili as an outsourced service partner to any entity wishing to enter into a similar arrangement."*

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