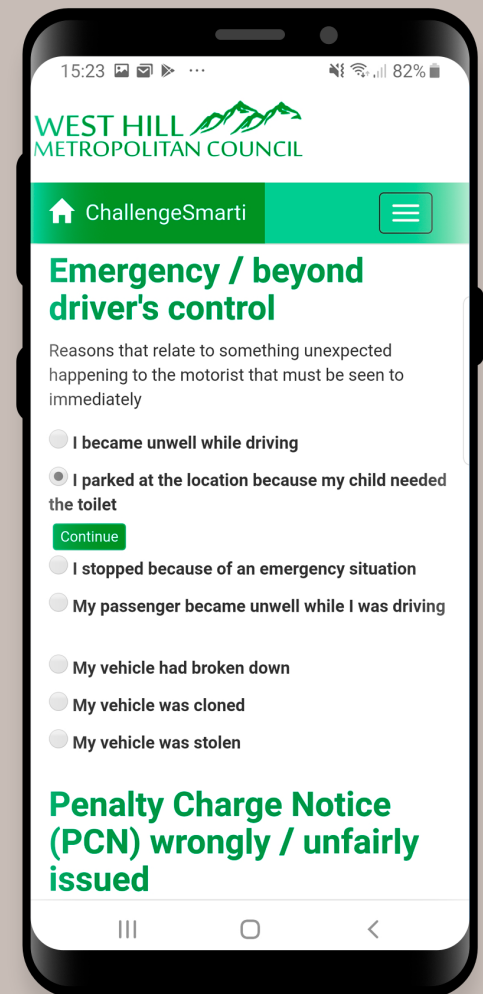
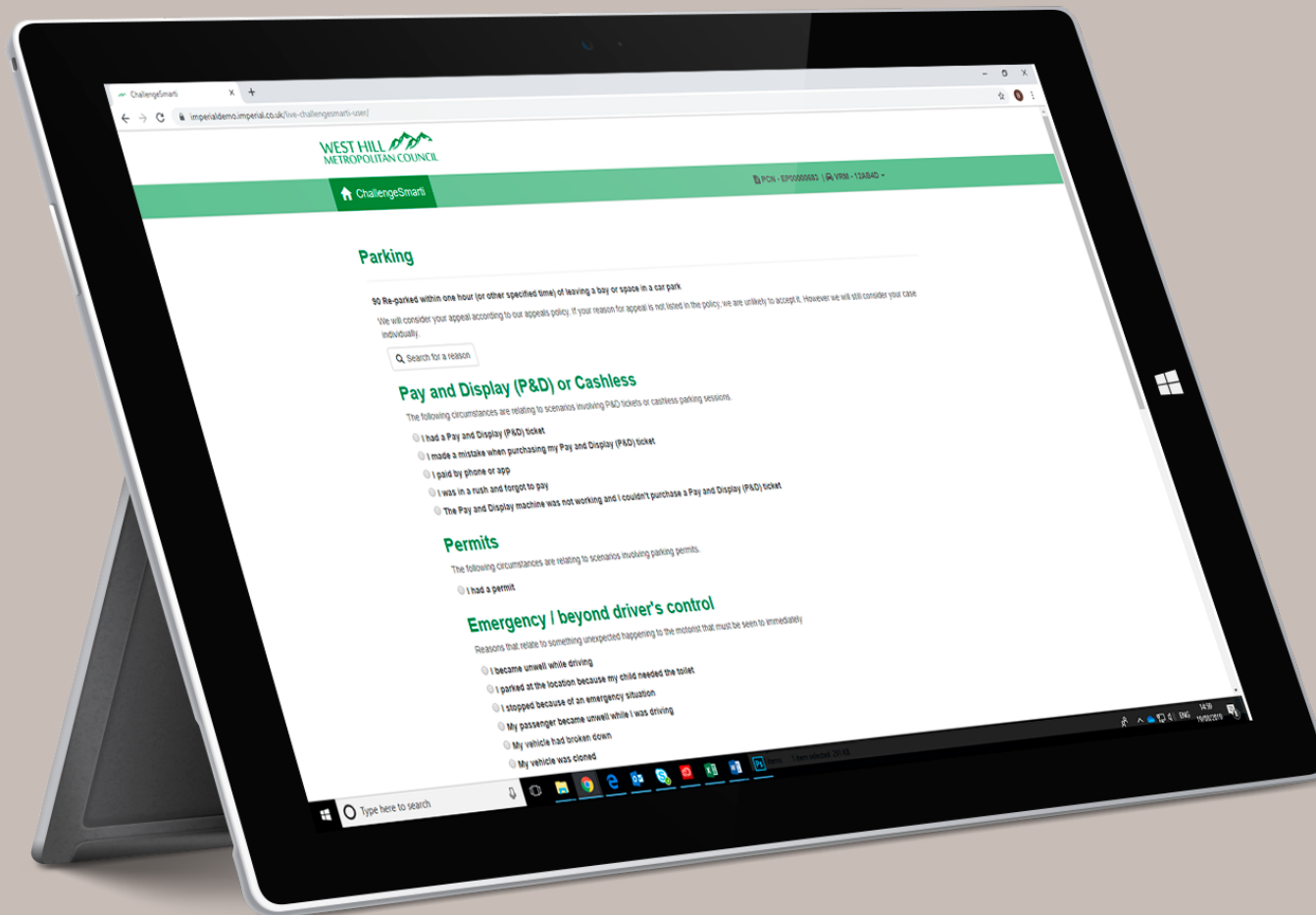


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CHALLENGESMARTI: AN OVERVIEW

CHALLENGESMARTI IS A CLOUD-BASED SELF-SERVICE SYSTEM THAT PROVIDES MOTORISTS WITH AN ENHANCED CUSTOMER EXPERIENCE, PROVIDING TRANSPARENCY OF YOUR ORGANISATIONAL POLICIES. CHALLENGESMARTI ENABLES YOUR CUSTOMERS TO MAKE INFORMED DECISIONS REGARDING THEIR CHALLENGES.



Faster payment settlements

Imperial customers have experienced increases of payments by up to 23% within 14 days since introducing ChallengeSmarti. Quicker payments also mean a reduction in the cost of DVLA enquiries for customers paying beyond 28 days.

ChallengeSmarti includes a 'pay now' button at all stages in the Challenge process, to streamline the option for the customer if they choose to abandon their challenge.

Significantly reduces incoming correspondence

Our customers have found ChallengeSmarti to reduce incoming correspondence by 31%.

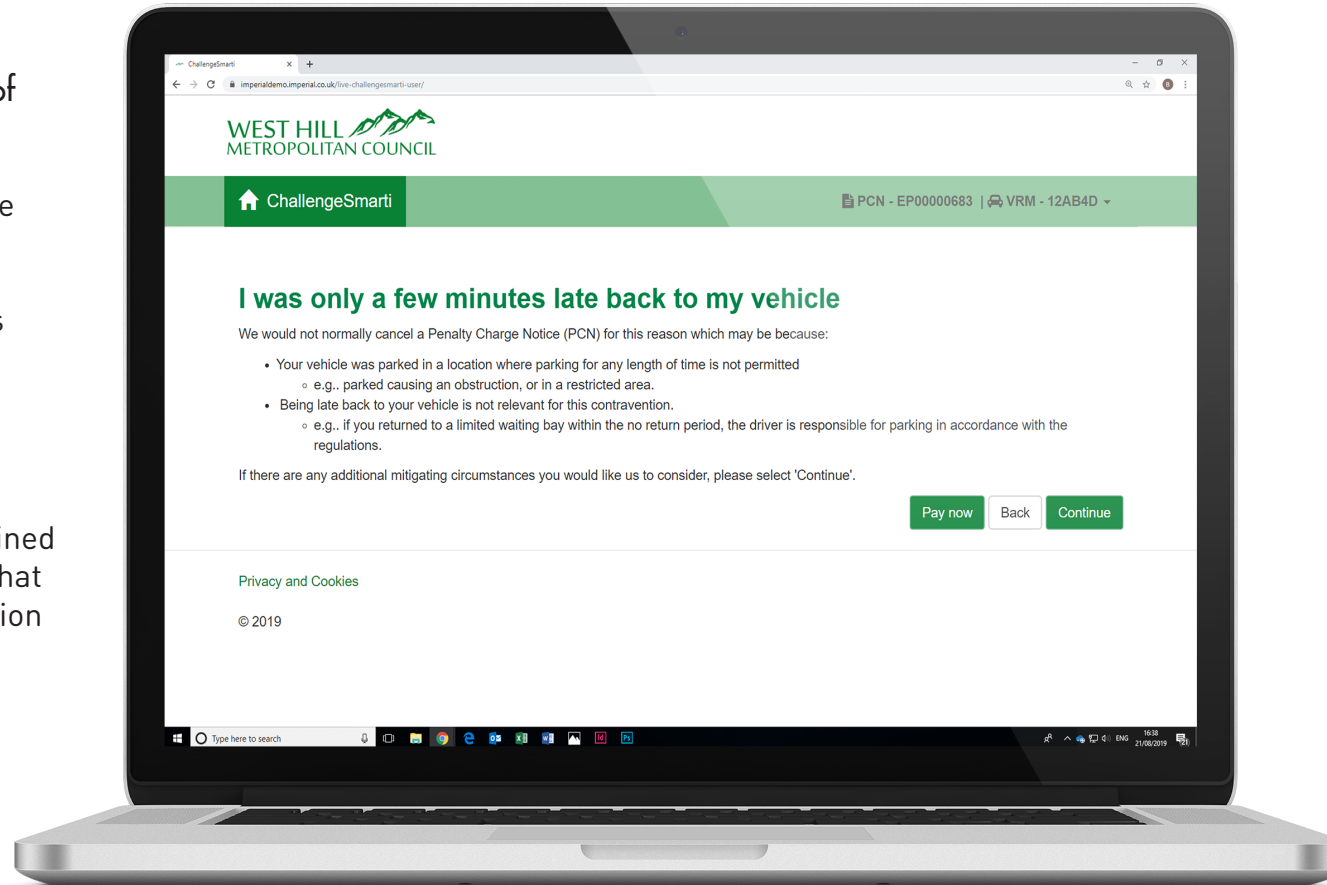
One-touch approach improves the quality of challenges and reduces the need for back and forth communication, saving time for both the citizen and the back office staff.

Assisted challenge process provides transparency of your organisational policies

This enables the customer to make an informed decision whether to continue with their challenge or make payment. ChallengeSmarti helpfully guides the customer through the organisation's cancellation policy in a similar way to an appeals clerk.

Branded with your 'look and feel'

ChallengeSmarti is completed with your organisational branding, and text can be determined by each individual Imperial customer, ensuring that all outgoing communication from your organisation to your service consumers is presented in a consistent and appropriate tone.



Links to your website

Additional information, for example links to your help centre, can be embedded into the text to provide another level of flexibility and enhanced customer service.

Two-way integration with 3sixty (back-office system)

Integration with 3sixty means ChallengeSmarti can pull relevant case details from the back-office system. ChallengeSmarti can then suggest the challenge reasons most applicable to their case, saving the customer time. Contravention evidence is also displayed in ChallengeSmarti, which may affect the customer's decision to challenge.

Guides the user to upload appropriate evidence

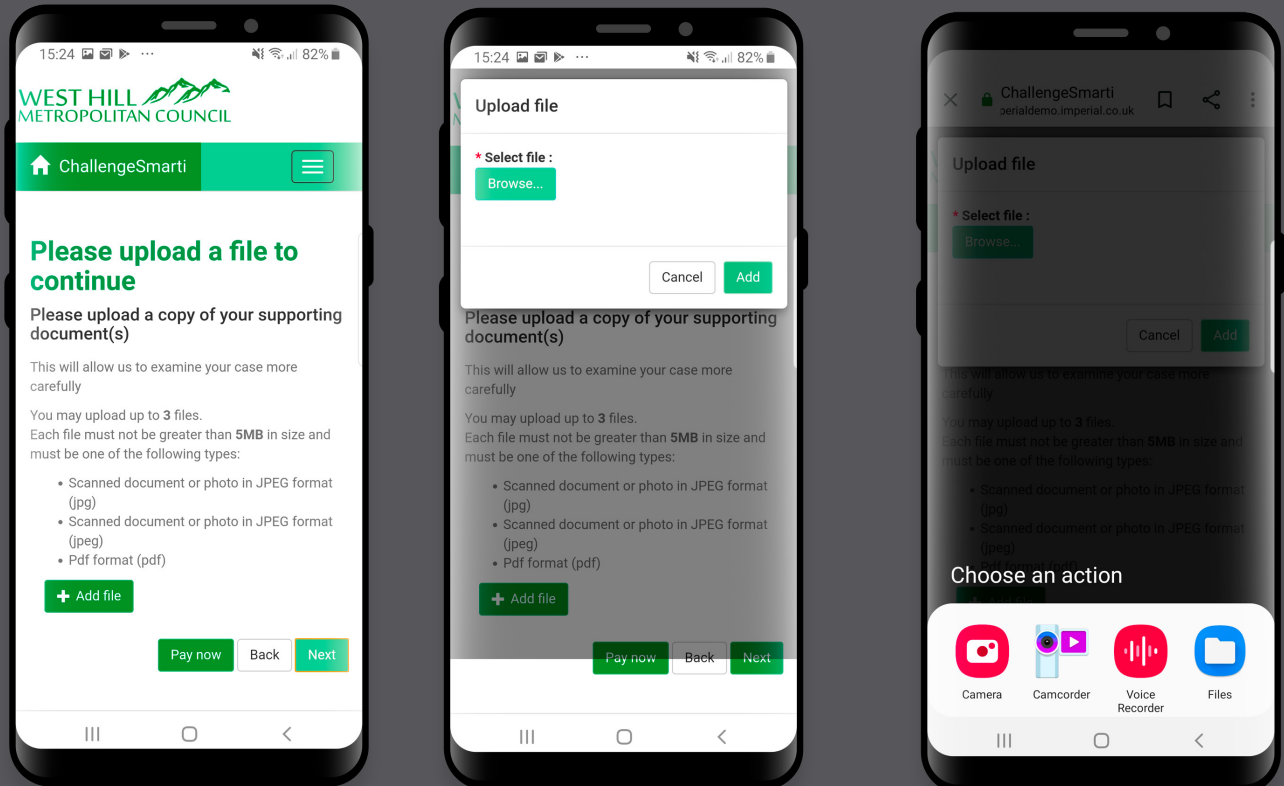
ChallengeSmarti informs your customers which pieces of supporting evidence they should upload to help provide a speedy resolution and positive customer experience.

Mobile and Tablet Optimised

In 2020 the share of monthly active mobile internet users in the UK reached 90.3% (ONS, 2020). ChallengeSmarti is mobile-optimised, helping your customers to make challenges and payments wherever, and whenever is convenient for them. Furthermore customers can scan evidence to support their challenges directly from their phone camera.

Encourages Compliance

Providing clear information of your policies will increase your customers' knowledge and encourage compliance.





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