

COVID-19 SUPPORT FROM DIRECT ROUTE COLLECTIONS

This is a free service to help SMEs recover monies owed to them.

Please take advantage of this free service so you can begin a dialogue with debtor clients; one that could result in the full payment of the money you're owed or a commitment to paying instalments.

The one off £1 registration fee goes straight to the NHS frontline* and given the initial positive response from SMEs we are confident of raising thousands.

You can place your debts now using our COVID-19 service at:

<https://www.directroute.co.uk/covid19support>

Who benefits from this service and how does it work?

- Any business that supplies goods or services to other businesses on credit can benefit, from a company supplying printed items to a builders' merchant and a dental laboratory.
- The business completes a simple online secure form with the contact details of every client with an unpaid debt. Direct Route then emails each debtor client on our letterhead. The only 'cost' is the £1 charitable donation.
- The email quickly establishes those businesses that are going to pay, those that may offer instalments and those unwilling to pay. And it shows the debtor company their supplier is not willing to sit back and wait for COVID-19 to pass until they chase for payment.
- Whilst there is no obligation for businesses using this service to instruct Direct Route, they can take advantage of our zero-cost debt recovery service with no joining fee to pay (usually £200) And we will **further bolster NHS frontline support by**

automatically donating 10% of any debt collection revenues or commissions that we generate from any client joining us and instructing us through the COVID-19 service.

*Money will be donated via uk.virginmoneygiving.com / NHS CharitiesCOVID19 Donations will be made under the donor name of Direct Route

Our first few hundred chases have produced truly remarkable results for clients' cash flows and forecasts. Over 90% are receiving positive responses of immediate payments, payment promises and instalment plan offers from good, genuine customers that perhaps for the first time ever find themselves with an unforeseen cash flow difficulty that has been forced upon them through no fault of their own.

Local Support Contact Details

Please contact a member of our local support team for advice on any matter related to debt and credit management.

London and South East David Barker
dbarker@directroute.co.uk 07766 545871

South Wales and South West Ron Dingle
rdingle@directroute.co.uk 07976 675420

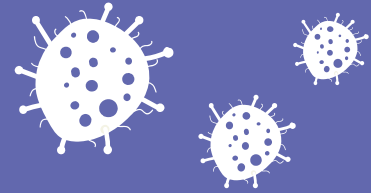
Midlands and East Anglia Ken Brown
kbrown@directroute.co.uk 07795 214426

North Wales and North West Ian Jenkinson
ijenkinson@directroute.co.uk 07860 197476

East Pennine Lincolnshire & Yorkshire Shaun Egan
segan@directroute.co.uk 07801 108402

North East, Scotland and Northern Ireland Mike Collins
mike@accountassyst.com 07866 427363

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Questions and Answers

How much will it cost me?

The Direct Route COVID-19 Reminder service is free of charge. You can use it as many times as you like after making your initial NHS frontline support donation of just £1.

Is there any charge if my customer pays?

No. Not a penny!

What happens after 7 days if there is no response?

This depends on the circumstances. At the expiry of your COVID-19 Reminder, Direct Route will help you to assess the merits of moving to the next stage. This can include commencing with increased debt collection activities on your behalf. Factors that are relevant will be if we can evidence that the customer has opened (and ignored) the email reminder sent to them for example. If you do instruct us, it could possibly cost a modest commission of 2% if we successfully recover a debt of over £3,000. For example, a high-risk recovery made in the current climate of £3500.00 with £3430.00 to your office and £70.00 to Direct Route represents exceptional value, especially when the alternative might be to write off the full £3500.00. Our client ethos is to provide an expert and professional service with the emphasis always on delivering excellent value.

Will the service remain free after the COVID-19 pandemic is over?

At this stage we cannot say. However a proven credit control pre-legal chasing service already used by many Direct Route clients is readily available through our sister company AccountAssyst.

<https://directroute.accountassyst.com>

How long on average does the Reminder process take?

The Direct Route COVID-19 Reminder offers your customer 7 days to get in touch after which you will ideally have established that they have paid, are going to pay or are making an instalment offer for you to consider. And you can quickly identify high-risk customers, accelerating the collection process to the next stage in your cycle.

Do I have to use your normal debt recovery service after 7 days?

No. However, if you do select this service Direct Route will potentially further bolster NHS frontline support by automatically donating 10% of any debt collection revenues or successful debt recovery commissions generated from your instruction.

If we are making further donations it means we will have secured a successful recovery outcome of some type for you because no fee is generated for the benefit of any involved party unless monies are recovered from your customer.

If I am struggling to get hold of anyone in my customer's finance department, how will you succeed?

Whilst nothing can be guaranteed in these challenging times, we send communications by email. This is important because we have a 'track and trace' facility on any emails sent to your customer through our systems. We know with certainty if a customer has opened your email and how many times. You can view this information within your Live Customer Table when logged in to help you decide on the next steps.

Does my customer pay you?

The customer sends all payments directly to you and as mentioned earlier your only outlay is the £1 donation to the NHS frontline support.

What size of debt will the COVID-19 Reminder handle?

There is no upper or lower limit on the COVID-19 Reminder. The intention is to get the supplying party and the customer talking and resolving, or indeed identifying that a bigger issue must be addressed.

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