

CASE STUDY
Thalia

arvato
BERTELSMANN
Financial Solutions



Thalia's success story

Security for merchants and customers with risk solution services and receivables management by Arvato Financial Solutions



The challenge

Protecting against payment defaults, increasing liquidity, and avoiding bad debt losses



Our solution

Smart risk management and continuous strategy adjustment for customer-friendly receivables management



The result

Increase in success in the receivables management by more than 30% within the last few years

01

Eight million shop orders thanks to a longstanding partnership

Good customer relationships are the foundation of sustainable business for any e-commerce company. This applies to services for consumers as well as to business partnerships. It's not without reason that Thalia has been placing its trust in the solutions of Arvato Financial Solutions for more than 15 years. This long-term partnership pays off: In the years between 2013 and 2019 alone, Thalia recorded growth from three to around eight million shop orders. One of the keys is the integrated approach with smart data use and automated processes to protect against payment defaults and increase liquidity.



02

The solution

With risk solution services (rss), Thalia utilizes a holistic solution to assess the profitability of a purchase transaction in the online shop by identifying credit and fraud risks. In addition to creditworthiness and debtor information, this approach considers the purchase, payment and returns behavior of customers, as well as outstanding receivables and any existing dunning procedures. Based on this information, the customer receives an individual risk profile – online and in real time. The payment methods offered are then dynamically adjusted to the customer's profile. This ensures the highest level of customer satisfaction and prevents abandoned orders. Risk management is continuously analyzed together with the customer and adjusted to their strategy.

About Thalia Mayersche:

Thalia and Mayersche became 2019 Europe's most important family-run booksellers. After the merger today includes around 350 bookshops in Germany and Austria, and 50% of the shares at the more than 30 bookshops of the Orell Füssli Thalia AG in Switzerland, to the company. With over 200 years Mayersche and 100 years of Thalia connects the new company booksellers tradition with a successful omni-channel approach, which allows customers to access to offers of all kinds channels. With round 4,700 events per year Thalia is together with Mayersche the most important promoter of reading and literature - and has about the largest book community in the German speaking countries.

03

Avoiding bad debt losses and securing end customer relationships

We focus on customer convenience in receivables management. This allows us to improve the return rate and secure customer loyalty. Thanks to collection insights, we derive individual solutions and control mechanisms together with Thalia Bücher GmbH in order to boost customer satisfaction and retain customer relationships. One of our digital solutions is the self-service collection portal with a wide range of payment options.

We view our dunning and collection processes as an extension of the checkout and address the individual needs of Thalia customers even in critical situations. We adapt the wording and time of contact, as well as communication channels, according to the various characteristics of end customers. Whether via email, SMS, letter or telephone, we guide the end customer through the payment process and also provide an optimal customer experience.



Would you like more information? Feel free to contact us.

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