

Case Study

A BSG FINANCIAL CLIENT SUCCESS STORY

Small Business, Odessa BP, Collects More Funds from Bad Checks with Re\$ubmitIt®

The Challenge

Odessa BP, based in Odessa, Mo., frequently accepted checks from customers who paid for gas and other goods from this full-service gas station. Unfortunately, it was not uncommon for a large number of these small-dollar checks to “bounce,” leaving the store without the necessary or expected funds in its bank account. To help collect the money owed him, Odessa BP’s owner, Nicky Bhimani, utilized the assistance of a competitive check recovery service. However, this company required Odessa BP to mail its returned checks for processing and charged ten cents each time it submitted a check for electronic collection, while providing sub-par customer service and follow-up. Mr. Bhimani knew he needed a better way of recovering funds from checks and preferred an automated process that would eliminate his involvement in the check collection process.

“Just like other gas stations, we incur a large number of NSF checks; but, even with the help of a collection company, we were still coming up short,” said Bhimani. “There was too much work required on our part for too little results. What we needed was a better way to get our money without increasing the amount of work to get it.”

WHO: Odessa BP, Odessa, MO; Nicky Bhimani, Owner

WHAT: Odessa BP, a convenience store and gas station, participates in BSG Financial’s Re\$ubmitIt, an electronic check collection service, in order to increase funds recovered from NSF checks. With Re\$ubmitIt, Odessa BP significantly increases the collection rate on bad checks that previously were very difficult to recover or even written off as bad debt. Odessa BP’s bank, First Central Bank, introduced the company to Re\$ubmitIt as a superior service for the company, which previously had been using an alternative national provider of paper and electronic check services.

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The Solution

Odessa BP’s financial institution, First Central Bank (one of 13 banks in the \$7 billion asset Central Banc company holding company), introduced Mr. Bhimani to BSG Financial’s Re\$ubmitIt as an alternative to his existing check collection vendor. Odessa BP’s numerous collection concerns were easily alleviated by Re\$ubmitIt’s automated electronic check recovery system, which **returns 100 percent of the face value of all checks collected**

electronically and offers free secondary collections for those checks that go uncollected

electronically.

Using Re\$ubmitIt, Mr. Bhimani no longer sorts and mails returned checks for processing.

Instead, **at no charge to the merchant,**

First Central Bank sends these checks directly to the Re\$ubmitIt check

processing center. There,



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Nicky Bhimani, Owner
Odessa BP

they are converted into electronic items and re-presented to the check writer's account via the Automated Clearinghouse (ACH) network. The re-submissions are strategically timed and receive electronic prioritization in the clearing process to increase the collection rate.

Since First Central Bank offers Re\$ubmittIt to its business customers at no

charge, the service has not only eliminated Mr. Bhimani's cost to submit checks electronically, but has also taken the burden of check collection completely out of his hands. Mr. Bhimani tracks all checks in the recovery process by logging on to the Re\$ubmittIt Web site. There, he can see which checks are being collected and when he will receive his money.

The Result

“I am constantly using Re\$ubmittIt's online reporting because it allows me to view check images, obtain collection status, and track payments,” said Bhimani. “Re\$ubmittIt has dramatically increased the amount of money I now recover from bad checks.”

According to Bhimani, he has seen a demonstrative change from his previous check collection vendor, and **he no longer has to deal with paper trails or per-check fees.** Where traditional collection methods typically result in a 40 percent recovery rate, **Re\$ubmittIt has been able to collect 88 percent of the NSF checks for Odessa**

BP. The increase did not require additional work and, in fact, decreased the amount of time and resources dedicated to collecting and tracking bad checks.

88%
NSF check recovery rate

About BSG Financial, LLC

Louisville, Ky.-based BSG Financial develops and manages innovative, profit-enhancing programs for the financial industry. In addition to Re\$ubmittIt[®], the company offers the industry's first outsourced solution for courtesy overdraft management, CourtesyConnect[®], as well as Sale/Leaseback to help banks generate capital from non-earning depreciated assets.

BSG Financial, recognized by *Bank Technology News* as an industry innovator, is privately owned and serves financial institutions nationwide whose assets range from \$100 million to more than \$32 billion.

www.BSGfinancial.com



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