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## Lowell adds digital to client experience

Lowell, the leading credit management company, has added a digital channel to its client experience with the launch of [www.lowellbusiness.co.uk](http://www.lowellbusiness.co.uk), its first business-to-business (B2B) website.

The new site has been developed by, Chester-based digital marketing agency, Prodo to help Lowell increase awareness of its brand and the range of effective business solutions and benefits it offers clients.

John Pears, UK Managing Director, said:

“We began our digital transformation journey last year with the re-launch of our consumer website, and the roll-out of our award winning Robotic Process Automation, both of which have delivered positive results for customers already. We are now adding new digital channels to improve our business clients’ experiences.”

In addition to showcasing how Lowell’s client solutions have been successfully applied in different sectors, the site will provide insight from industry leaders, sector analysis and commentary, and proprietary research. Site-users will also be able to register for updates tailored to their business or sector interests, and follow the latest additions via Lowell’s LinkedIn page.

John continued:

“This new website will open a window on what we do and how it benefits our clients. We’ll also be publishing our own research and commentary on collections and consumer behaviour: giving readers a better understanding of how we combine leading edge data science with an ethical approach to deliver better outcomes.

“As one of the biggest credit management businesses in Europe, we’ve got a great story to tell and a huge amount of insight and experience that can add value not just for current or future clients but to decision-makers more broadly. We want to share this insight and help make credit work better for everyone.”

Since being founded in in 2004, Lowell has grown to be a pan-European leader in credit management services (CMS) – providing debt purchase, third party collections and a range of supporting product solutions for businesses wanting to manage their payment collections better.

John Pears concluded:

“We are proud of the work we do and how we do it – giving great service and delivering better outcomes for all, and our new [www.lowellbusiness.co.uk](http://www.lowellbusiness.co.uk) website will provide a great showcase for that.”

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## Note to Editors

### About Lowell

Lowell is one of Europe's largest credit management companies with a mission to make credit work better for all. It operates in the UK, Germany, Austria, Switzerland, Denmark, Norway, Finland, and Sweden.

Lowell's unparalleled combination of data analytics insight and robust risk management provides clients with expert solutions in debt purchasing, third party collections and business process outsourcing. With its ethical approach to debt management, Lowell always looks for the most appropriate, sustainable and fair outcome for each customer's specific circumstances.

Lowell was formed in 2015 following the merger of the UK and German market leaders: the Lowell Group and the GFKL Group. In 2018, Lowell completed the acquisition of the Carve-out Business from Intrum, which has market leading positions in the Nordic region. It is backed by global private equity firm Permira and Ontario Teachers' Pension Plan.

For more information on Lowell, please visit our investor website: [www.lowell.com](http://www.lowell.com)