

# An Insight

Excerpts from an article by Rebecca Stevenson in The Dominion 27 September 2010

## “Finding new ways to grow debt recovery”

“Hyett launched her debt collection and credit-related service businesses, Credit Consultants Group, in 1997 armed with experience in the industry and a point of difference: a marketing background”

“It's not very often debt recovery businesses look at things with a marketing slant,” she says. “I think it gives us a creative edge.”



Her company now has 56 staff, a "multimillion-dollar" turnover and is using that creative edge to get results for its clients in a tough environment.

This means constantly listening to what's going on in the corporate world, keeping up to

date with her reading, doing a lot of talking and searching for new communication channels, Hyett says. "We just try to show initiative, we can't keep doing the same old same old."

“Our clients are large organisations, corporations, and government departments, both with high-volume commercial and consumer ledgers. From my experience in this industry, I could see an opportunity to provide them with a total credit solution that was not being offered by any of the existing firms. I believed we could prove to them the value we could add, we could build a very successful business. “

“Surround yourself with people better than yourself”. I learned the magic that happens when you create a team of people all working with a common purpose. Given the scale of our business, the only way we can consistently deliver a quality service to our clients and meet their needs is because I have a team of people I can trust who use their initiative to solve client problems.”

“My business goals are quite clear. To establish Credit Consultants as New Zealand's – perhaps Australasia's – leading credit solutions provider. We have already attracted an impressive list of blue chip clients, but in reality, we're just getting started.”