

Leading Financial Services Company

25% Increase in Right-Party Contacts for Multi-Level Collections

- *Increase dollars collected*
- *Reduce charge-offs*
- *Control resource costs*

Business Need

Our client is widely recognized as one of the most established and trusted financial services institutions in the United States. This company has grown to serve customers in all 50 states by providing a high level of customer service. Due to this tremendous growth, they began searching for practical ways to improve their call center operations and collection strategies with the resources they had available.

This client's objective was to reduce charge-offs and collect more dollars in their personal loans portfolio without increasing personnel expenses.

Solution

CallTech™, Austin Logistics' best-time-to-call software. CallTech takes the guesswork out of when to call, by creating an optimized daily calling schedule.

Operation

To begin the optimization, CallTech mined the client's records containing prior call history and customer account information. The data collected from the prior call history allowed CallTech to build predictive models to determine the probabilities of reaching the right party during different time periods of the day.

CallTech's optimized daily calling maximized this company's agent productivity by generating more right-party contacts per agent hour, which in turn led to higher cure rates and reduced losses.

Results

With CallTech's optimized calling schedules, our client improved call center effectiveness by increasing dollars collected, reducing roll-rates, and controlling personnel costs.

Their delinquent accounts (2+ payments past due) showed a 25% increase in right-party contacts per hour with the use of CallTech versus Business-As-Usual (BAU).

CallTech not only dramatically increased right-party contacts, it also delivered a 29% increase in promises-to-pay per hour.

These results are accurate and factual, not merely theoretical. To measure CallTech's effectiveness, accounts were assigned randomly to Business-As-Usual calling and to CallTech optimized schedule, using CallTech's Champion/Challenger feature.

Results Continued

CallTech also achieved a large increase in right-party contacts per hour for our client's post-charge-off population. Results show 18% more right-party contacts when using CallTech than with Business-As-Usual. These results were extremely valuable to our client considering the challenging nature of recovery accounts.

Summary of Success

CallTech met our client's objective to reduce losses and collect more dollars without increasing personnel expenses.



About Austin Logistics

Austin Logistics is a leading provider of analytic software and custom modeling solutions that use predictive intelligence to drive more profit from every customer interaction.

Austin Logistics determines the optimal treatment for each transaction by collecting disparate data from multiple sources and applying advanced modeling techniques. All Austin Logistics products are designed to deliver a six-month Return On Investment.

Austin Logistics, established in 1992, is headquartered in Austin, Texas. The company maintains business and development offices throughout the United States and in Asia.

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