

Top10 Visa and MasterCard Issuer

CallTech™ Delivers Over 50% More Promises-to-Pay

- Increase right-party contacts
- Increase promises-to-pay
- Operate more efficiently

Business Need

Our client is one of the top-10 Visa and MasterCard issuers in the nation, providing a wide variety of financial services to over 18 million customers. With continuing growth, our client needed a more efficient way to operate its call centers in order to collect more dollars without increasing spending.

This client's objective was to operate its call centers more efficiently while increasing right-party contacts and promises-to-pay.

Solution

CallTech™—Increases right-party contacts. CallTech takes the guesswork out of "when to call" by creating an optimized daily calling schedule.

Operation

Using our client's database of several months of calling history, as well as information from each day's download, CallTech developed models using logistic regression. These models generated probabilities for getting a right-party contact, a wrong-party contact, and a non-contact during each time period of the day. A second set of models calculated the probability of getting a promise-to-pay for each account.

Once the models were built, our client began Champion/Challenger testing using CallTech versus Business-as-Usual. CallTech performed these tests by using an internal random-number generator to split a population into two different strategies and then comparing the results of the different treatments.

Results

After a month of testing, CallTech had generated significantly more right-party contacts per agent hour. In a Champion/Challenger test using CallTech, our client showed a 49% increase in right-party contacts in their delinquent accounts versus Business-as-Usual (BAU).

CallTech not only dramatically increased right-party contacts, it also delivered a 55% increase in promises-to-pay.

Summary of Success

CallTech met our client's objectives, making its call center operations more efficient. Champion /Challenger testing proved CallTech delivered a significant increase in our client's right-party contacts and promises-to-pay per agent hour.



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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