

Top 10 Financial Services Company

Test and Refine Strategies with Austin Logistics' CallTech™

- *Successfully test complex strategies*
- *Simplify strategy execution*

Business Need

Our client is one of the top 10 financial services companies in the United States. They are one of the largest issuers of subprime credit cards and personal loans and provide a wide range of other financial services.

Our client has used Austin Logistics' CallTech™ and OnQ™ for over a year and has seen a significant increase in dollars collected. Since installation, they have focused solely on increasing right-party contacts to collect more dollars. Recently, they wanted to test a new collection strategy, shifting the focus from increased right-party contacts to decreased dollar flow rates.

Our client's challenge was to design and implement a new collection strategy to accurately compare the results of the new strategy with those of their current strategy. Their overall goal was to increase effectiveness of their collections efforts in terms of dollars collected.

Solution

CallTech™, Austin Logistics' best-time-to-call software, combined with **OnQ™**, which centralizes list management for simplified strategy execution.

Operation

Our client identified their test population and then defined customized logic. Next, they selected specific criteria for measuring each strategy's success.

Once their approach was outlined, our client began testing each strategy by using CallTech's champion/challenger feature. With CallTech, an internal random-number generator allowed them to split their private label accounts into their two separate call selection lists (CSL's). In order to compare the effects of their two treatments, CallTech assigned each list to a specific strategy. Using OnQ's list sharing feature, our client sent records from each of the CSL's to the dialer in equal quantities.

Results

For one month, our client preformed CallTech's champion/challenger testing on their two unique strategies.

Results showed that by operating under the challenger strategy—the one which focused on decreased dollar flow rates—they collected more dollars than the champion strategy which focused solely on increased right-party contacts.

Summary of Success

Austin Logistics' CallTech and OnQ successfully helped our client define, execute, and measure the results from two collection strategies. With the help of CallTech and OnQ, our client was able to identify a new strategy to increase dollars collected.



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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