

# One to One



January 16, 2004



## First Data Clients Can Now Keep Calls on Optimized Schedule with Real-Time Skip-Trace for FastData®

Integration of Austin Logistics' CallTech™ and OnQ™ into the First Data processing system gives First Data clients an optimized daily calling schedule to maximize right-party contacts and promises-to-pay.

Now the system can help collect even more delinquent dollars because OnQ incorporates First Data's FastData® skip-trace in **real-time**.

"This means, when a bad number is reached, a good number can be returned within the same hour and the call can still be made during the optimal hour-when the right-party is most likely to be reached," said Raf Sorrentino, Senior Vice President for First Data Account Acquisition and Risk Management.

Previously, with batch-mode skip-trace, the delinquent account-holder might not be called again for several hours or even days. In the meantime, another creditor could have gotten the promise-to-pay on those scarce dollars.

FastData is the industry's most comprehensive and most accurate integrated information service, with access to information on over 260 million individuals and virtually every household in the country. The FastData Suite also provides access to more than 26 million business records, 70 million deceased records and over 33 million public records. Also, you can access a national directory assistance database of over 156 million phone numbers that is updated daily.

Austin Logistics' complete suite of call center analytics help take the guesswork out of "who to call" and "when to call" in order to collect more delinquent dollars. The predictive modeling within CallTech also helps First Data clients meet specific objectives, such as collecting the highest

balance accounts, the most dollars at risk, or any combination of strategies. A built-in champion / challenger feature allows the client to be sure every change in strategy results in higher productivity.

FastData's comprehensive data access means First Data clients will have the greatest chance of locating the account-holder; and the real-time capability provided by OnQ means they will be called at the optimum time. "The result is more dollars are collected from the **entire** portfolio-including those who are hardest to find and most at risk of not being called in time," said Daniel Duncan, President of Austin Logistics.

For more information on how to optimize your collections calls, contact First Data at (888) 565-5990.