

Triad Financial Corporation

Triad Financial Corporation received a 25+% increase in Right-Party-Contacts and Promises-To-Pay, while considering their business strategies and resource constraints.

Business Need

Triad Financial Corporation is one of the leading consumer automotive finance providers in the United-States with emphasis on non-prime lending. They have a large operation that includes two sites. Triad had placed a high priority on productivity improvement and had a stated an objective to achieve more Right-Party-Contacts with their delinquent accounts, thereby increasing Promises-To-Pay and establishing payment arrangements before the customer became more seriously delinquent.

Goal

Triad's goal was to reach more right parties and reduce roll rates.

Solution

CallTech™ ALI Solutions™ ("ALI") call schedule optimization software and OnQ™, which centralizes list management for simplified strategy execution.

Operation

After meeting with Triad to determine their collection goals, ALI's strategy managers were able to determine the best solution for their needs. Based on the desire to reduce roll rates by reaching more Right-Party-Contacts, and their need to more efficiently manage their list strategy and multi-site dialer operations, ALI determined that CallTech and OnQ would be the best solution set.

In the initial strategy meeting they identified two test populations with differing collection strategies, early-stage delinquencies and late-stage delinquencies. The staff worked on the predictive dialer for a portion of the day using calling campaigns targeted at a relatively narrow band of customers in the early stages of delinquency. The remainder of the day was spent dialing from specific work lists. Staff was also assigned to call the customers in the later stages of delinquency and utilized the predictive dialer to a lesser extent.

Following the strategy consultation, Triad determined that they wanted to utilize key software features of OnQ, which were able to combine a large number of their lists in order to increase productivity.

Operation Continued

Using CallTech, Triad was able to mine prior call history and account information to create an optimized calling schedule over the entire day. This schedule allowed them to reach more eligible parties when they were available and more willing to pay. CallTech also allowed them to test and refine their calling strategies by running champion/challenger testing.

Triad also realized considerable efficiencies with OnQ, in the way accounts were selected for calling campaigns and loaded to the dialer. With the installation of OnQ, dialer operations were automated, allowing the administrators time for more strategic work.

Results

Within two months after installation, Triad was able to track a significant increase in Right-Party-Contacts and Promises-To-Pay. In the first month their early-stage delinquent accounts showed a greater than 25% increase in both Right-Party-Contacts and Promises-To-Pay. The ratio of promises kept remained constant on the higher number of promises taken.

- Increase Right-Party-Contacts
- Decrease penetration rates
- Increase Promises-To-Pay

Summary of Success

With ALI's CallTech, Triad was able to significantly increase their Right-Party-Contacts and Promises-To-Pay; with OnQ they were able to better manage their multi-site dialer operations—therefore improving the efficiency of their collections operations.

About Triad Financial

Triad Financial Corporation specializes in non-prime auto financing. With a strong foundation in the auto mobile industry, approximately 1,200 employees and just under \$4 billion in auto finance receivables, Triad provides innovative solutions and distinctive customer service to more than 5,000 new and used car dealerships throughout the United States. Triad is headquartered in Huntington Beach, Calif. and has a regional office in North Richland Hills, Texas. For more information, visit www.triadfinancial.com or call (800) 898-6076.

About ALI Solutions™

ALI Solutions provides best-in-class collections analytic applications that empower consumer financial services organizations to maximize agent productivity by integrating the three pillars of intelligent decision automation – advanced contact analytics, automated decisioning and dynamic campaign management. ALI's solutions increase the effectiveness of the call center by dynamically executing collections policies that solve immediate business problems while easily adapting to future industry challenges. Since 1992 many of the world's most successful companies throughout North America and the Asia Pacific region continue to choose ALI because its applications are proven to help businesses mitigate losses while delivering millions of dollars in bottom line benefit.

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