

35% Improvements In Contact Rates

“Top 5” consumer collection agency improves Right-Party-Contact (“RPC”) rates by up to 35% with outbound contact solutions.

Background

Leading collection agencies are always looking for ways to improve their agents’ productivity and results. This is especially important as the nation faces economic challenges that create an increase in delinquencies. Improving collection results and Right-Party-Contact rates is particularly relevant for collection portfolios with lower account balances, such as those with telecommunications accounts. Smaller balance accounts require agencies to be exceptionally effective and avoid decreasing their recovery profit margins. A Top 5 Consumer Collection Agency (“Top 5”), the largest private collection agency in North America, is a highly effective agency with deep expertise in collection operations, consistently achieving high contact rates. Like many leading collection agencies, they have seen an upward trend in the number of early stage delinquent accounts they are servicing. The combination of increased early stage accounts, and lower account balances in these portfolios prompted this collection agency to seek an improved method for making customer contacts using automation and analytic models.

Goal

Increase the number of Right-Party-Contacts by greater than 10%, without increasing human resources.

Solution

Top 5 and ALI Solutions (“ALI”) teamed up to tackle this challenge. The companies partnered to design a champion-challenger test utilizing ALI’s outbound contact solutions, which include the CallTech™ and OnQ™ solutions. The test included one of agency’s telecommunications portfolios and had two distinct calling populations:

1. Early stage delinquent accounts and
2. Late stage 60 + days past due defaults

Accounts in each segment were split into randomly assigned Champion (representing Business-As-Usual “BAU”) and Challenger groups. Both segments utilized OnQ in order to automate list and campaign management and reduce agent idle time. The Challenger population also took advantage of CallTech, which is designed to identify the Best-Time-To-Call each person to maximize RPCs. The BAU segment continued to prioritize calls based on size of the delinquent balance.

“We pride ourselves on our expertise in collections operations. In working with ALI and deploying their solutions, we have been able to significantly increase our Right-Party-Contact rates through added automation and the use of analytic models.”

—Senior Manager,
Top 5 Consumer
Collection Agency



Results

A summary of the latest results includes:

Population	RPC/ Call Lift (%)	RPC/ Connect Lift (%)	RPC/ Hour Lift (%)
Early Stage Delinquent Accounts	18	35	22
Late Stage 60 + DPD Defaults	9	17	8

In all categories the Challenger, using CallTech, achieved significant lift over the BAU strategy. In fact, it should be pointed out, that these are conservative results, since both groups also benefited from the added campaign and list management automation benefits delivered by the patented OnQ software solution. For early stage accounts, the agency achieved a 35% improvement in RPCs per connection, with no increase in human resources. RPC/Connect is a particularly good measure of agent productivity, since using both OnQ and CallTech agents no longer receive calls until a connection is achieved. Considering that late stage telecommunication defaults are particularly challenging to reach because their telephone has either already been disconnected or is quickly disconnected during the collection process, the agency was equally pleased with improvement in RPCs on the late-stage segment.

About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

Contact Us

www.alisolutions.com

Headquarters

Phone: 512.328.8215

Email: info@alisolutions.com

Asia Pacific

Phone: 65 6327-5263

Email: AsiaPacific@alisolutions.com

UK

Phone: +44 (0) 20 7484 5066

Email: UK@alisolutions.com

