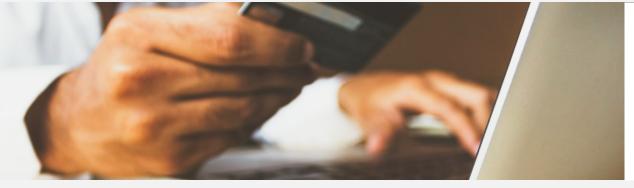
Adopt digital approach to double sales collections performance



Customer Service

Global payment services company



101%

improvement in net yield per customer

Goals

- Improve sales collections performance.
- Adopt a personalized, empathetic approach to convey to customers that we are "here to help".

Solution

- 160 FTEs supporting sales collections.
- Integrated digital communications approach that emphasizes intuitive selfservice backed by human voice calls when needed.
- Deployment of our proprietary analytics methodology to build a predictive model of propensity to pay and customer prioritization.

Results

- 101% improvement in average net yield per customer based on digital approach, up from \$69 to \$139.
- 79% reduction in cost to collect using digital approach.