



Maximizing the efficiency of debt collection campaigns

For the last 20 years, Attila has been building and managing contact centers of all sizes. Throughout his career, he's managed hundreds of outbound campaigns, including debt collection projects. In this video, he will help you better understand what KPIs to look out for as well as what contact center tools to use when managing a debt collection campaign, so you can reach maximum efficiency!

1. Debt collection is all about efficiency!

First, the course will outline the debt collection **workflow** and the main **issues** surrounding debt collection campaigns.

The debt collection workflow:

- Debt collection campaigns are either run by companies that offer credit or payment installment **plans** or by external **debt collection agencies**.
- When debt collection agencies are involved, **the creditor** (the company offering credit or installment plans) pays **the collector** (the external debt collection agencies) a percentage of the amount collected from **the debtor** (the individual or company owing money).
- The success of a debt collection campaign is measured by the number of **debtors** reached and even more importantly, the amount of **credit** recovered.

Industry challenges:

- **Reachability and data management:** Debtors often do not want to get contacted and are **not responsive** to your agent's outreach. Besides this, their data is usually not up to date and it can be hard to recover from third party databases, due to legal restrictions.
- **Customer expectations:** Time consuming processes frustrate debtors and collectors, making it less likely that you can come to terms. Similarly to any other **BPO, on-demand payment** and the use of **mobile technologies** is absolutely essential.

2. Go Omnichannel!

This section discusses **what** channels to use when managing debt collection campaigns and **how** to use them.

- Relying only on **phone channels** can become a problem, as often debtors don't want to get contacted and they will often change their number, not answer, or block your call.
- You should also use **email and SMS channels** to send content, such as payment reminders, and invoices.
- You can use **chat** to send mass payment reminders and also to lay the foundations for further communication. You can send **payment agreement terms** as well as **contracts** over these channels.
- When your contact center uses **omnichannel** communication, it means that all your channels are **aligned**. By synchronizing all your channels, your agents will be able to instantly identify the customer they are handling.
- We also talked about the importance of **customer segmentation** in debt collection. By setting **intelligent routing criteria** for each campaign and with **CRM information** you can **segment** your accounts based on groups of debtors similar to each other and handle them based on their customer profile.

Here, we will also discuss the difference between **mass** and **reactive** communication channels.

- In many cases, when you notify the customer, in other words you send them an invoice, we are talking about **mass** white mailings. **You** have to make sure mass white mailings include all of the information the customer **needs** in order to quickly make a **payment**.
- **Reactive** contact means that you receive an inbound call from your debtor. Make sure to create **enough** inbound call capacity to **handle** these incoming calls.

3. Campaign and Individual Agent KPIs

This section covers the most important **campaign** and **agent** management KPIs to look out for when managing debt collection campaigns.

Campaign specific KPIs:

- Reachability
- Number of call attempts
- PTP rate and Collected total amount
- Available time
- Database degradation and call completion rate

KPIs for **agent** management:

- Conversion rate
- AHT
- FCR
- Productivity
- Revenue per hour and Revenue total

4. Leverage Tools for Maximum Efficiency

Finally, we will go over the **basic and advanced tools and software features** you should use while you are running your campaigns to reach **maximum efficiency**!

- **Real-time reporting** enables you to **monitor and manage** your dialer's **efficiency** and your agents' **performance** at the same time.
- Having access to accurate and **detailed statistics** is essential for a good overview of your entire project.
- You can use **dashboards** to inform your agents' about their performance and create high level reports for management as well.
- **VCC Live Pay** enables debtors to pay over the phone in a secure way. You can speed up the payment process considerably when using this solution.
- **Predictive dialing** is the best choice for your debt collection project. Keep in mind that you can easily save more than 20% of your agent hours if you switch to predictive from power dialer and at least 40% if you change manual dialing to predictive.
- When choosing your software features, make sure to choose a provider that has **enough channels for your call volume**.
- Rotating phone numbers is another useful feature of debt collection campaigns. This works by having the dialer randomly display one of the preset numbers when you make a call, helping you avoid **unanswered calls**.
- Remember, that **outbound** call handling and **answering** inbound calls require different agent skill sets. **Use** skills-based routing to allocate a special and dedicated workforce to both your inbound and outbound needs.