

Adopt digital approach to double sales collections performance

CASE STUDY

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 self-service 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.