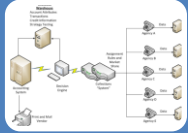


Case Study: Utilize Analytics to Optimize Outbound Call Attempts at the Customer Level

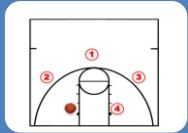
Agenda



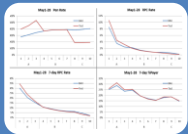
Situational Overview



Collections Transformation



Analytics Capabilities

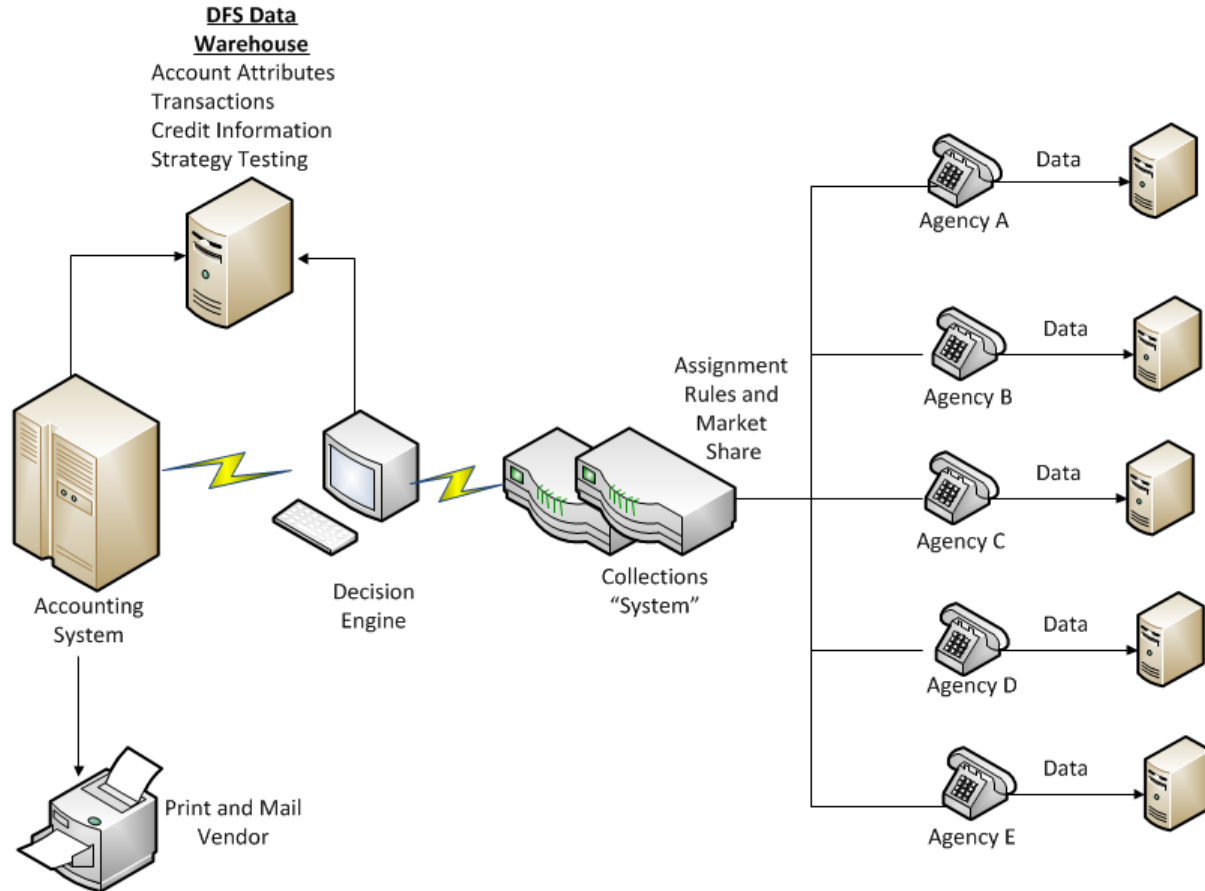


3D Daily Dialer Decisioning

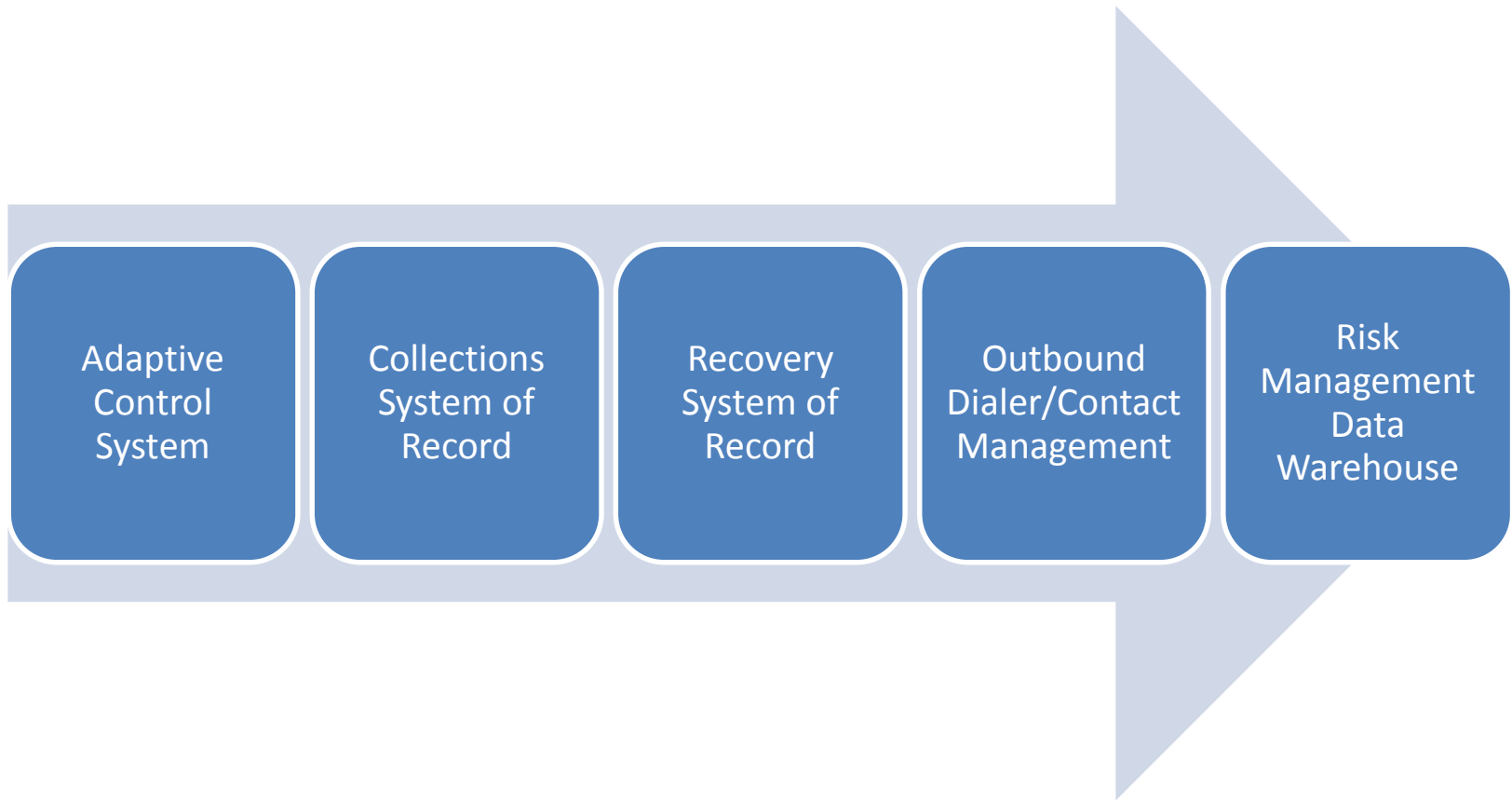


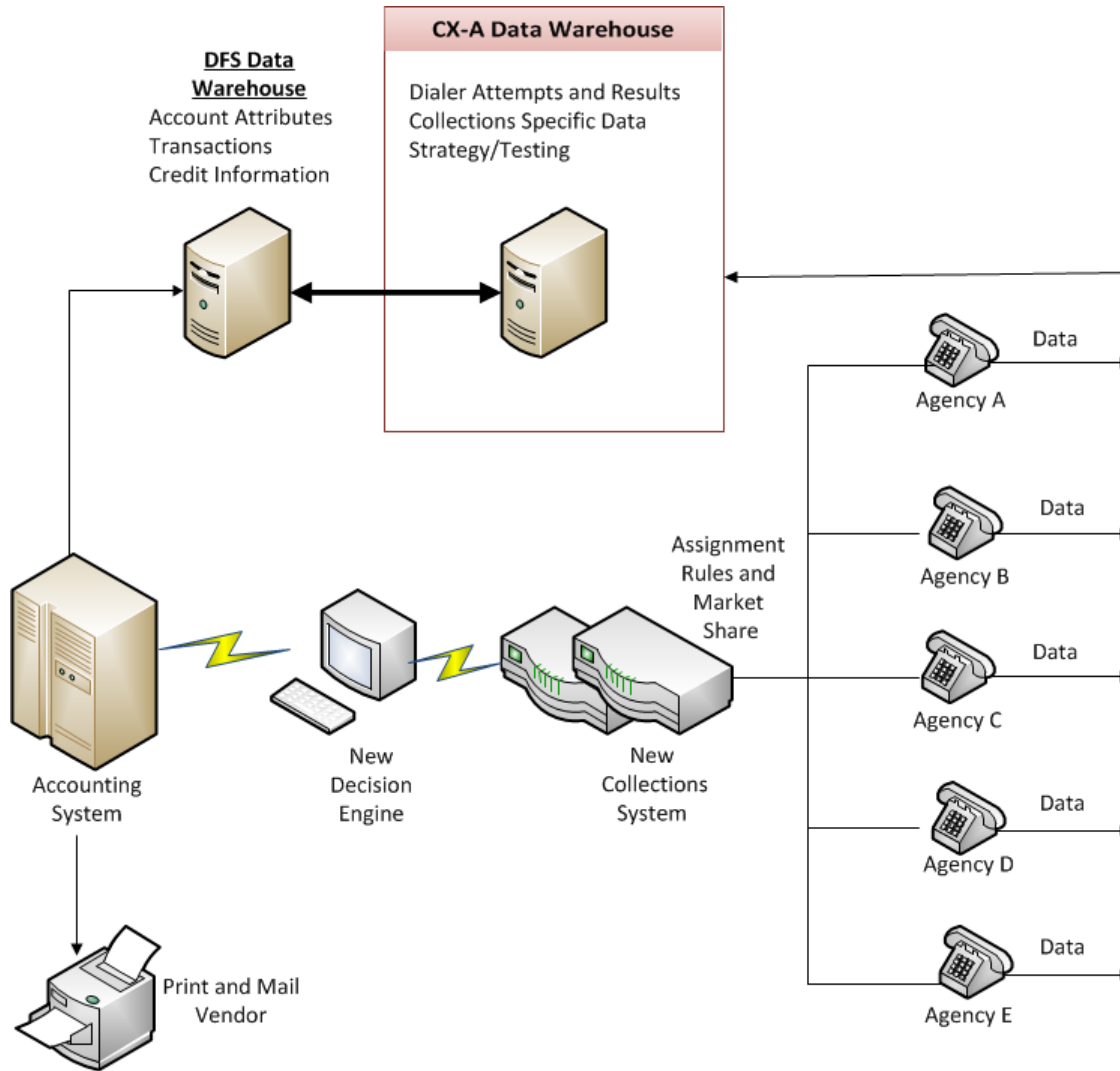
Questions and Answers

Situational Overview



Transformation





CX-Analytics Data Mart / Reporting

- Granular transaction data
- Cohort data capturing strategy assignment
- Results from actions stored for analytic/operational use

CX426: Agent Call Outcome Performance Manager

Report Filters **Drill Down Position**

Report Start Date: 2012 / 11 / 01 Manager: All
Report End Date: 2012 / 12 / 31 Team: Collections Costrava 3
Report Parameters: Team by Agent Role Agent Role: Team leader
Full / Part Time: All

Manager: All
Team: All
Team leader: All
Process: All
Agent: All
Agent Role: All
Full / Part Time: All

Call Outcome Performance

Report Drill Down: 123820915

Report Group	Agent Role	Calls	Answer Phone		Answer Phone (> 8 sec)		Contacts		RPC		Short Calls (< 8 sec)		Long Wrap (> 20 sec)		Rescheduled		Long Promise (> 21 days)	
			Num	% Calls	Num	% Total	Num	% Calls	Num	% Calls	Num	% Calls	Num	% Calls	Num	% Calls	Num	% of
Texas	Team leader	100																
Collections Costrava 3	Team leader	100																
Total	Total	100																

CX426: Agent Call Outcome Performance

Report Filters **Drill Down Position**

Report Start Date: 2012 / 11 / 01 Manager: All
Report End Date: 2012 / 12 / 31 Team: Collections Costrava 3
Report Parameters: Team by Agent Role Agent Role: Team leader
Full / Part Time: All

Manager: All
Team: All
Team leader: All
Process: All
Agent: All
Agent Role: All
Full / Part Time: All

Call Outcome Performance

Report Drill Down: 123820915

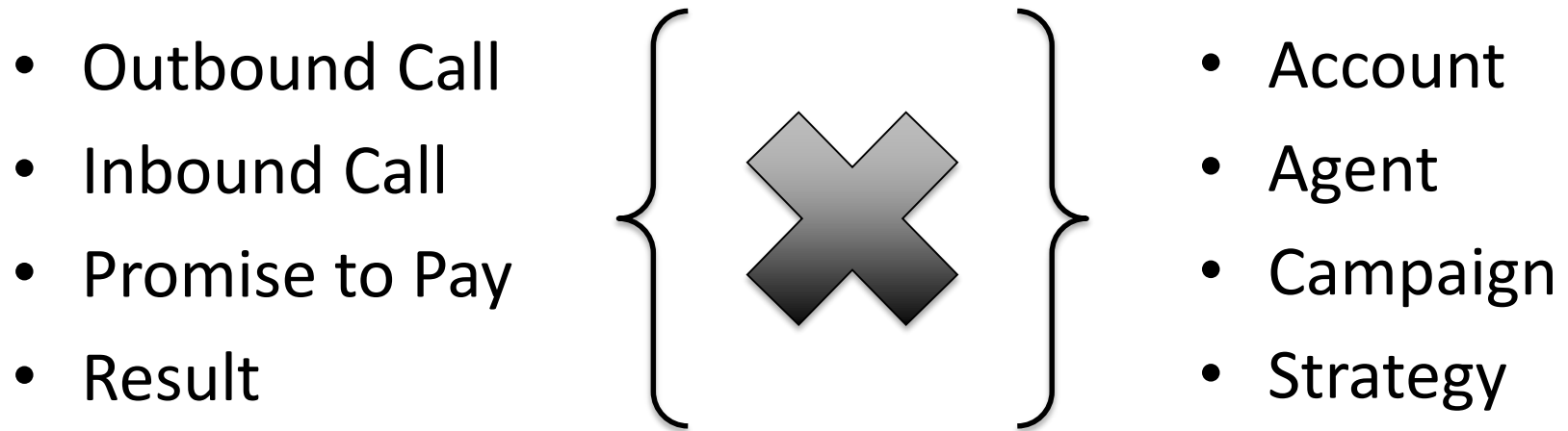
Transaction-Level Data

- Account
- Agent
- Activity
- Strategy
- Result



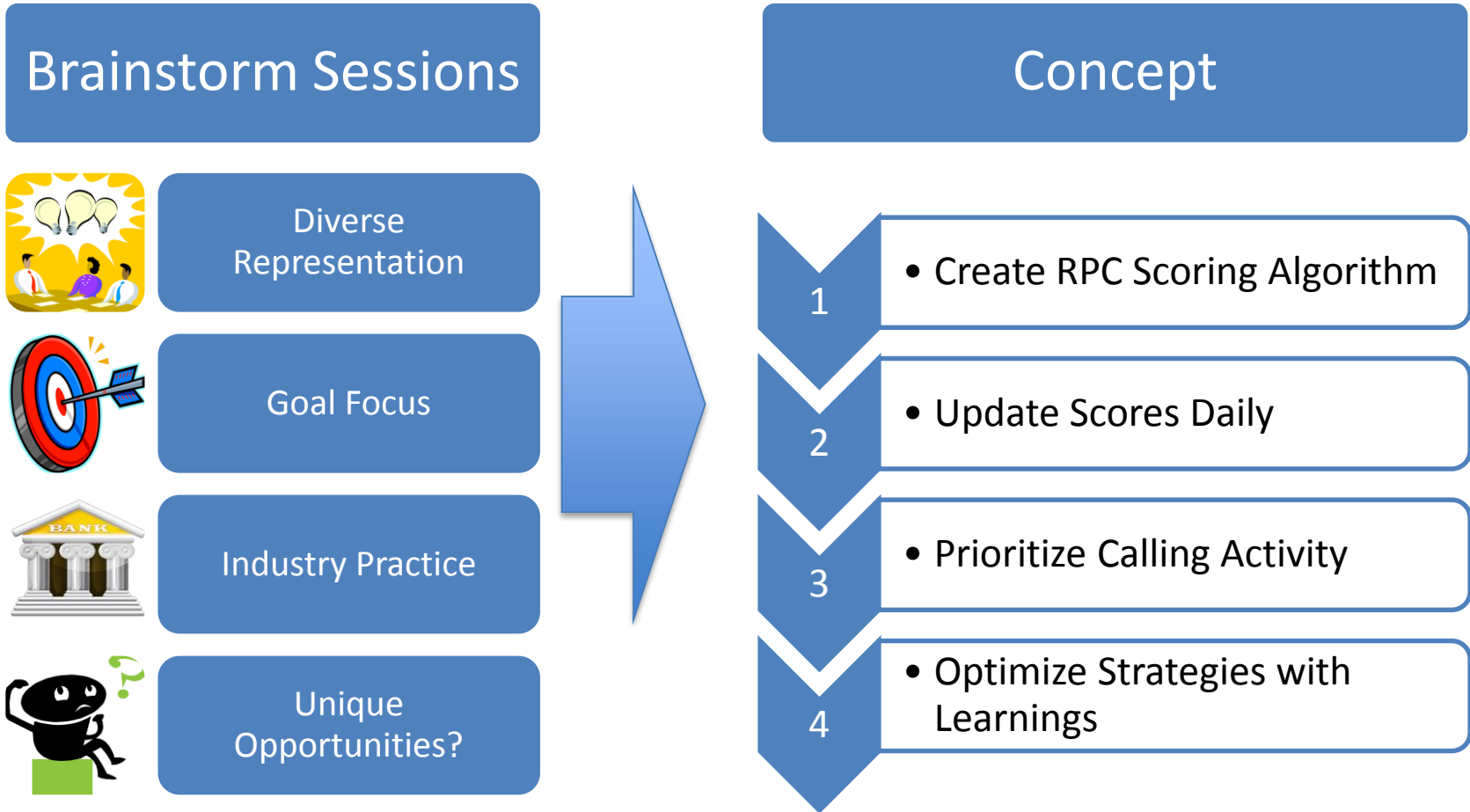
Data is captured at the transaction-level daily to understand relationship between collection activities and results.

Transaction-Level Data



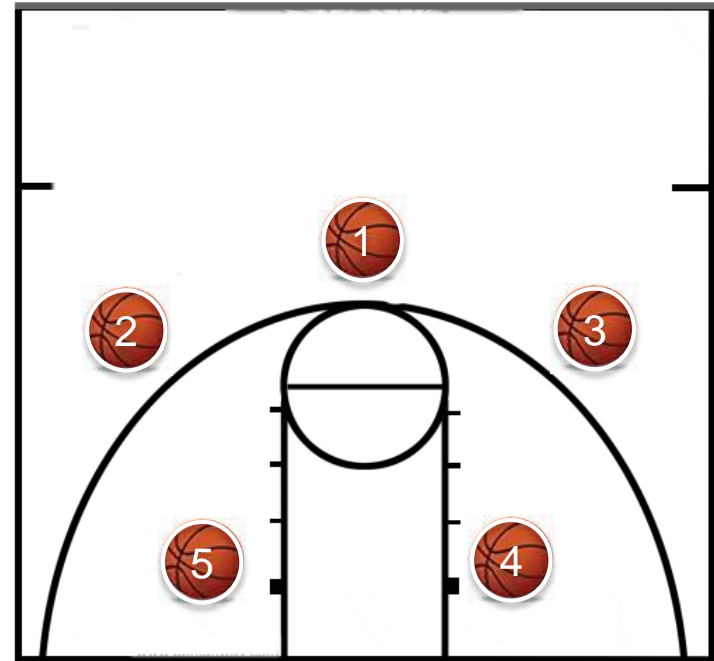
Historic data captured allows for Point in Time and Cohort Reporting to understand true performance of collection strategies and drivers of collections effectiveness.

3D – Daily Dialer Decisioning

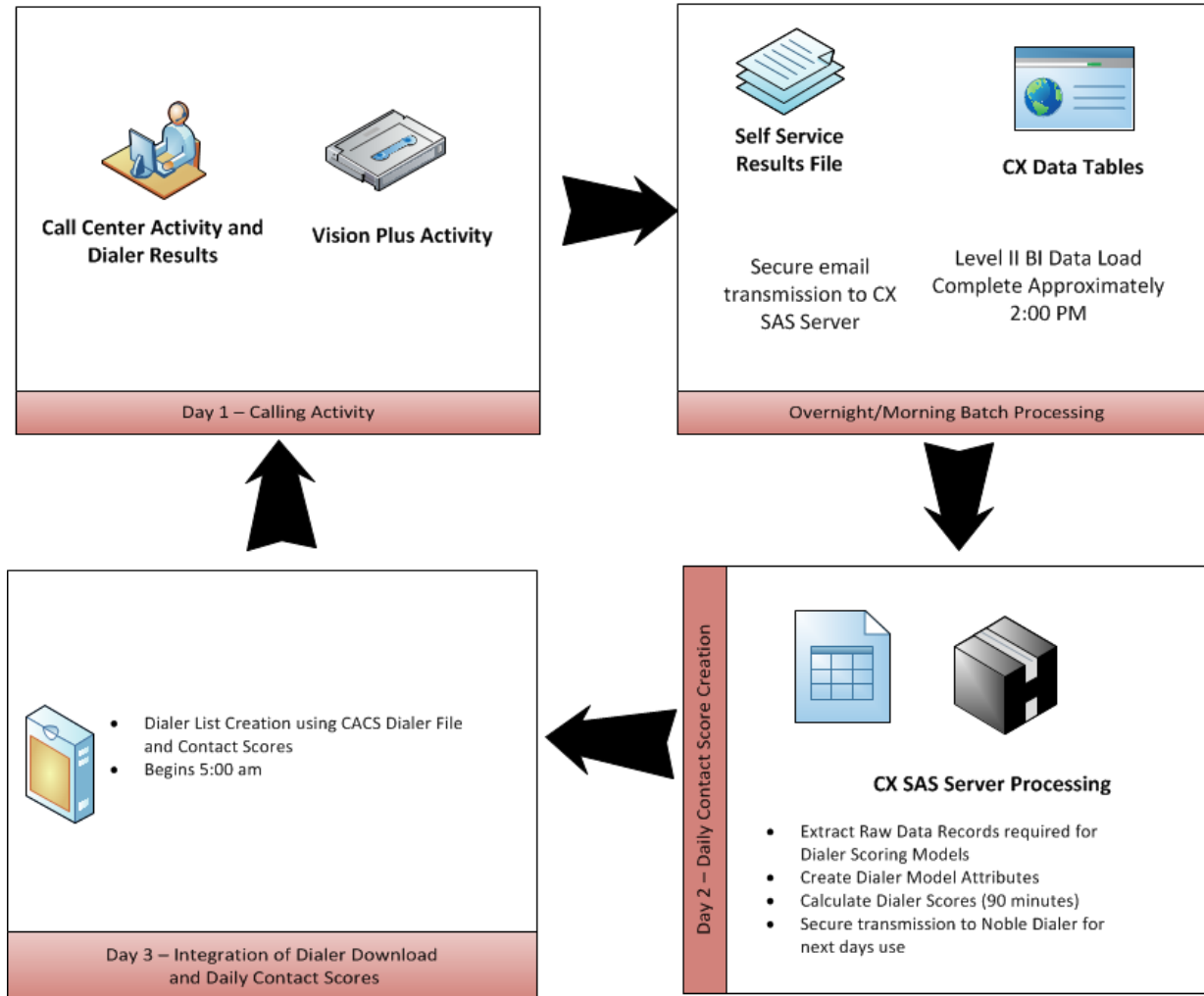


Key Capabilities Required

- (1) Project Management
- (2) Score Calculator (eg SAS, Adaptive Control)
- (3) Flexible Auto-Dialer
- (4) Decision Science / Analytics Team
- (5) Integrated Data Mart



3D Implementation

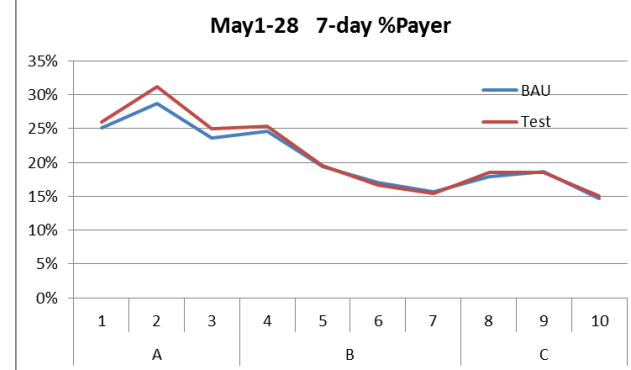
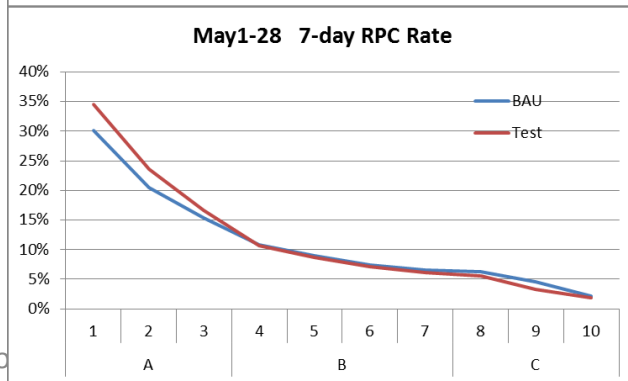
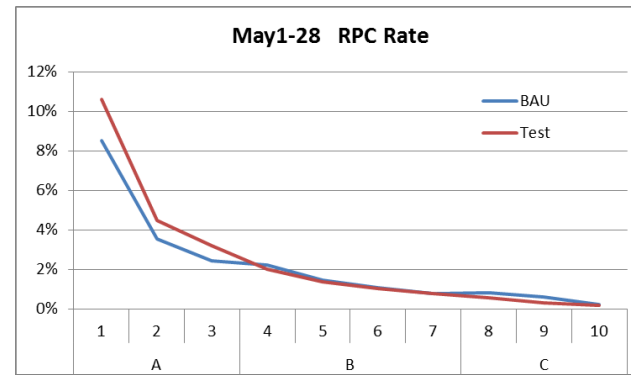
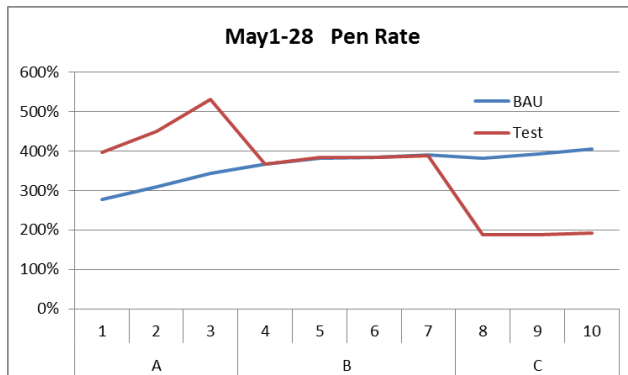


Results

	Early	Mid	Late
Increased Payment Activity	✓	✓	✓
Reduced Average Calling Intensity	✓	✓	✗
Higher Productivity	✓	✓	✗

Benefits Achieved

Shift in calling focus resulted in more contacts and payers in the highest-scoring group

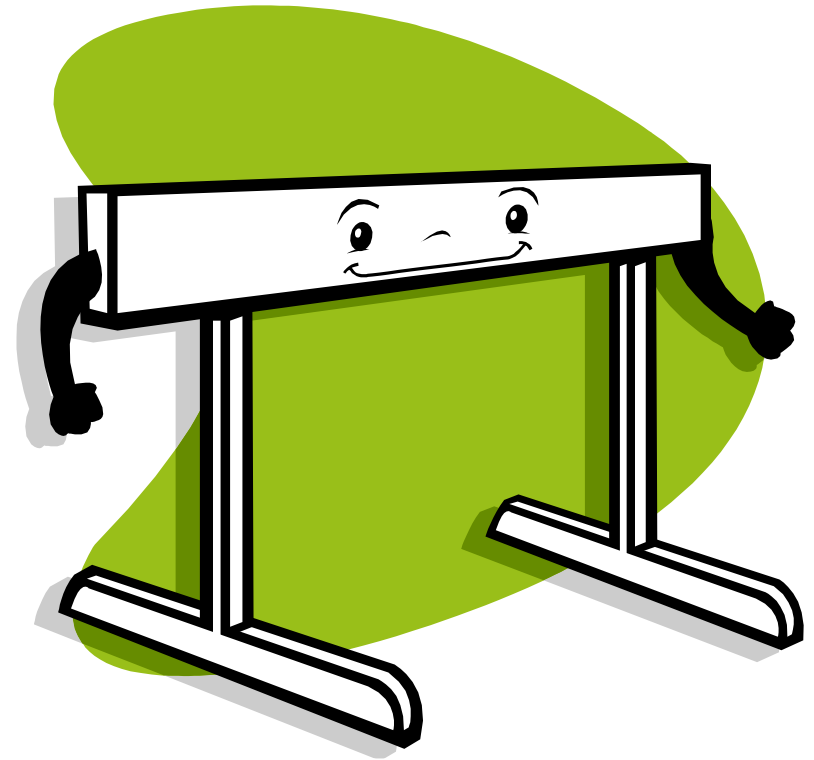


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Challenges

- Agency Dialer Variety
- Daily Scoring Process
- Integration with Self-Service Campaigns
- Batch Processing Time
- Dialer Management
- Staffing and Scheduling



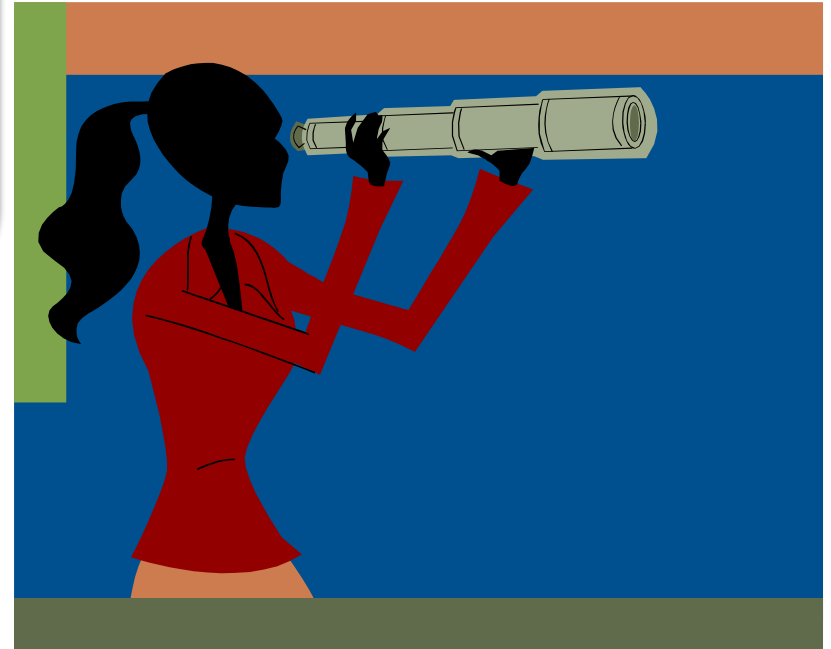
Keys to Success

- Executive Mandate
- New Systems
- Team Focus
- CX-Analytics Support



Future Insights

- Further Intensity Reductions
- Phone Number Level Strategies
- Third Party Sourced Numbers
- Full Contact Strategy Integration



Q&A

