

Enabling better, faster customer collections

Introducing Strategic Collections



To improve collector efficiency, reduce bad debt and accelerate returns, you need to understand, target and interact better with your customers in collections. Precisely targeted decisions, consistently delivered across the debt collection life cycle, can simultaneously reduce the costs associated with collecting debts whilst driving profitability.

Delivering increased ROI and recoveries Large International Bank

Experian's Strategic Collections has provided a major bank operating in Europe with a behavioural collection model for early and mid collections and customer level segmentation strategies. This has delivered a 14% reduction in collections costs, increased ROI by focusing collection actions on customer segments as well as providing the highest recovery to costs ratios and improved retention rates.

Unlock the value of your data

Experian's Strategic Collections helps organisations develop deeper insight through customer segmentation, behavioural modelling, scoring systems and regular monitoring to effectively manage the entire collections process, whilst increasing customer retention and return on investment.

- Increase ROI by focusing on customer segments which provide the highest recover to costs ratio
- Quickly design, test execute and refine collection strategies in house
- Decrease delinquency levels through accurate identification of accounts

Better, faster customer collections

Combining advanced analytics and decisioning strategies, this leading strategic collections solution identifies the potential revenue and risk associated with each and every customer.

Why Experian?

- 30 years' experience in enriching customer data and building meaningful analytics
- Deep market understanding, global reach and experience
- Market-proven expertise in analytics, software and best practices
- Clients in more than 90 countries with many offices worldwide

By applying a strategic approach to each customer interaction, ranging from proactive monitoring to ensure you adopt the best customers, cost effectively managing the arrears stages, to allocating the right third party agency, you can minimise losses whilst improving collections efficiency across the debt management life cycle.

Experian Decision Analytics offers more than three decades proven expertise in enriching customer data and building meaningful analytics to help organisations grow profitable customer relationships.

With Experian's Strategic Collections, you can

- Understand, target and interact better with customers in collections
- Improve collections efficiency and effectiveness

Find out how you can improve decision effectiveness across the collections lifecycle by visiting www.experian.com.

Manage customers more effectively and efficiently