

## Maximizing Your Contact Strategies

*Varolii drives results by applying a rich set of analytics that lower treatment costs while maximizing the desired outcome for every contact.*



**Knowing which customers to treat and the best method for treating them is fundamental to any effective contact strategy.** By storing and analyzing millions of customer interactions, Varolii provides rich analytics capabilities designed to maximize your targeted outcomes.

### Knowing Who to Treat and the Best Contact Strategy

Applying a detailed scoring model developed by Varolii's analytics team helps you evaluate such key factors as which of your customers are most likely to take action and whether they are being contacted too little, too much, or the right amount via the right method. At a deeper level, Varolii also provides insight on the best approach for contacting your customers, evaluating such treatment strategies as the best calling windows, media (voice, email, text message, or combo), persona, retry strategy, among a near infinite combination.

### Data Found Nowhere Else

Varolii develops customized analytical models based on real customer data captured from your applications. By evaluating prior results, we can assign segments, rank customers, manage control groups, and predict optimum treatment strategies based on historical data from every contact. With each new set of application results, Varolii builds on the strategies that worked and tailors each new strategy for improved outcomes.

### Complements Current Decisioning Strategies

Whether you're using in-house or 3rd party provided analytics approaches, Varolii's rich behavioral data can enhance your current strategies. Layering additional customer data further helps you determine who to treat and how to treat with far more precision.

### SOLUTION

Applying a rich set of analytics to segment customers and identify the best treatment strategy.

### RESULTS

- Improved Collections, Marketing, and Customer Service outcomes
- Lowered Costs
- Detailed Customer Scoring and Ranking
- Complements or Enhances Existing Treatment Strategies

#### Contact Us:

800.206.2979

[info@Varolii.com](mailto:info@Varolii.com)

The key to determining the best method for contacting customers is grounded in Varolii's historical record of every customer contact and the resulting action.

## Lift in Collections Results

In collections, a major utility achieved \$6 million per month lift by applying scoring strategies on delinquent accounts that were in jeopardy of having their service disconnected.

### CHALLENGE

Boost results in mature collections processes.

### SOLUTION

Apply Varolii's Segmenting strategies to:

- Decision accounts for most appropriate treatment
- Apply most effective combination of persona, calling strategy, and calling intensity
- Curtail treatment when there's probability of diminishing returns

### RESULTS

- \$6 million per month lift in collections (compared to business as usual strategy)

## ABOUT VAROLII

Varolii™ provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

[www.Varolii.com](http://www.Varolii.com)

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