



Client

Major Wireless Provider

Challenge

- Improve collections process, streamline staffing fluctuations, and gain meaningful information about every customer contact.

Solution

Use Varolii to automatically contact customers, authenticate the right account holder, and provide options to resolve accounts — capturing all customer activity in the process.

Results

- 78% more collected each month at a significantly lower cost
- \$10.90 collected per attempt, up from \$5.64 through previous process
- 400% increase in right party customer contact rate
- 8x increase in dollars collected within the first two weeks of deployment
- 200% increase in list penetration

Major Wireless Provider Collects More for Less, Eliminates Organizational and System Frustrations

Within weeks of deployment, the carrier lowered costs and collected more dollars per account across all stages and risk groups.

A major wireless provider uses Varolii Interact™ to reach out more effectively with customers about past due payments. The carrier found Varolii helped them lower costs and collect more dollars per account across both early and late stage risk groups. Equally important, Varolii helped improve their contact center operational processes, with agents who appreciate the new solution.

Limitations of Internal Systems & Processes

The carrier was continually looking for new ways to improve its collections process. For three years, the Director of Customer Finance, tried to increase dollars collected by refining internal processes.

Modifying the collections strategy, however, hinged on getting meaningful data from treated accounts and then using that data to implement a newer, more effective strategy. Getting this important customer behavior and response information from the dialer, however, proved unsuccessful.

The company soon learned that interpreting the data was onerous and would require several full-time analysts, which they didn't have. "Knowing that a customer promised to pay is only helpful if you have a way to attach a follow-on treatment to the account," said the Director of Customer Finance. "Otherwise, that data is basically worthless."

Handling the Influx of Calls

The other challenge the group faced was being able to contact all the delinquent customers who were "hotlined", or had their outbound phone calls automatically rerouted into the company's contact center.

"We could have 8,000 accounts queued up to be hotlined in a day, but because of the influx of inbound calls it created, we couldn't get through the entire list," said the Director of Customer Finance.

This also meant that their agents had to be taken off the dialer to handle spikes in inbound calls coming from customers who were just hotlined or who were responding to another treatment. Managing this organizational "juggling" game with the agent pool while the treatments fluctuated was a big challenge for the company.

What the carrier needed was a way to not only gather insight into customer interactions, but also a better process for establishing business rules that automatically guide the next treatment for the account. Plus, by improving their strategy and handling inbound call volume more efficiently, they could more effectively meet their primary goal — collecting more money from delinquent accounts and collecting it faster.

“The Varolii team continually fine-tuned the collections applications, including the calling strategy and message script. They know collections and optimized our solution very quickly.”

Director of Customer Finance

Raising the Bar for Revenue Recovery

Varolii worked closely with the carrier to incorporate business rules, applying best practices honed from its hundreds of other client collections applications, that determine how to treat its various accounts. Within weeks, Varolii was deployed and the carrier gained tremendous results, raising the bar for the company's revenue recovery efforts, including:

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- \$10.90 collected per attempt as compared to \$5.64 through prior attempts.
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- 200% increase in list penetration.
- 400% increase in right party customer contact rate.

Enhancing the Bottom Line

The company's collections agents love using Varolii. No longer are they jockeyed between inbound to outbound calls — now they're all "inbound." When agents take an inbound call, it's a highly qualified account being transferred as a result of a Varolii communication.

And because the solution is integrated with the ACD, agents get a warm transfer with a "whisper" message in their headset, providing account details of the incoming caller, allowing them to be better prepared for the call. Time no longer wasted on dead-air calls also improved agent morale.

"The results are so overwhelmingly positive, we're already expanding our use of the Varolii solution into other areas of our business, including our customer retention and service areas," added the Director of Customer Finance.



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

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