

# Bridgeforce deploys rapid collections enhancements during the pandemic, resulting in an expected 40-50% increase in revenue for a residential leasing agency.

## THE CLIENT

As a result of COVID-19, the collections arm of a residential leasing agency needed to quickly increase collection rates and adapt to the challenges of the economic downturn. They needed to **reduce their losses and increase revenue** by increasing payment arrangements being made and kept and accomplishing better contact rates-while remaining sensitive to the challenges residents faced in the midst of a pandemic.

## WHY BRIDGEFORCE?

The client, an organization who rarely engaged consultant support, hired Bridgeforce based on its reputation for being an experienced consultancy known for delivering **real results in a short timeframe**.

## THE CHALLENGE

Bridgeforce's challenge was to:

- Identify **predictive risk attributes** and recommend initial **segmentation**.
- Assess all communications, contact channels, treatment options, and **design enhanced strategies by redesigned segments for each activity**.
- Audit and analyze current digital strategies and recommend a near- and long-term **digital enhancement roadmap**.

## THE PROCESS

- Bridgeforce data analysts **segmented the collections portfolio based on attributes that were predictive of risk and curability** and created a guide to help the client manage and enhance the work internally as the data evolved.
- The team created new outreach/contact strategies and long-term sustainable treatments by each new segment— **aligning contact channel, frequency and messaging to consumers' willingness to cure**.
- The team also developed improved written **communications tailored across all outreach strategies and channels**.
- Bridgeforce built an enhanced call model, agent script and **call scoring/rating framework** to re-train agents and support ongoing coaching.
- Lastly, Bridgeforce experts worked with all stakeholders to develop **realistic, actionable next steps—and an implementation roadmap**—required to execute on our recommendations.

## THE RESULTS

**Bridgeforce's enhancements were delivered in a short timeframe and were highly executable within a matter of weeks—with an expected 40-50% increase in collection rates.** The team's well-thought-out approach, even with time constraints, minimized client effort and downtime while equipping them with the ability to scale the effort up internally.

- Segmentation, outreach, communication, treatment and digital strategies enhancements were expected to deliver a **40-50% increase** in collection rates.
- The Bridgeforce team gained **unanimous buy-in** for all recommendations across all internal teams, from C-suite and operations to IT and HR.
- The client was **positioned for success** by gaining the tools and framework to implement all enhancements.