

# Get a Collections Strategy That Actually Works



## Deliver the Right Message with the Right Offer at the Right Time through the Right Channel.

Today's collections strategies need to do a lot. You have to get customers at the right time, in their channel of choice, with the right message, and you also need to capitalize on that communication when it happens. [Here we share how to do it all.](#)

### Customers Increasingly Prefer Text and Email

The industry launches millions of calls a year and contacts only a tiny fraction of customers. So, **making even more calls won't yield the results you need**, and might get you in hot water with regulators.



In addition, customers in the Gen Z, Y and X generations may be more than half of your portfolio. These cohorts will not answer your call. But they will use your website, look at your text, and read your email.



### Making the Most of the Connection



Assume that you ARE using a thoughtfully designed multi-channel strategy that speaks to the customer in the manner they prefer. And, you are lucky enough to actually talk to who you are looking for, are you making the most of that opportunity?

- right message ✓
- right offer ✓
- right time ✓
- right channel ✓

**If you do make contact, it is IMPERATIVE that your strategies deliver the right message, with the right offer, at the right time. You might not get another chance.**

## Our Proven Method to Implement a Collections Strategy that Works:

Each step below is essential to setting up your collections strategy for optimal results. We've done it before and can help you, too.

<b>RIGHT CUSTOMER</b>	Analyze existing customer data to identify predictive attributes by overlaying publicly available data and recommend an enhanced segmentation strategy.	<b>IMPROVE EFFICIENCY</b>
<b>RIGHT MESSAGE</b>	Evaluate existing communications and review scripts, emails, and letters to provide enhanced communication content to improve response rates.	<b>IMPROVE RESPONSE RATES</b>
<b>RIGHT OFFER</b>	Assess current treatment options and recommend an enhanced suite of treatments by segment.	<b>IMPROVE DOLLARS COLLECTED</b>
<b>RIGHT CHANNEL</b>	Analyze current contact channels/strategy, to design an outreach strategy by segment and provide a game plan for channel, message, and timing of outreach to increase implementation success.	<b>IMPROVE CUSTOMER RESPONSIVENESS</b>

### RIGHT PATH



Bridgeforce assesses current digital strategies and recommends a near and long-term digital enhancement roadmap with an implementation plan. We prioritize enhancements based on our assessment of existing capabilities and include integration with current strategic initiatives.

**ROADMAP GETS YOU STARTED RIGHT AWAY**

## Why Bridgeforce?

1. Do you use **internal and public data** to identify who is likely to pay, who could pay with some assistance, and who probably won't pay at all? YES NO
2. Do your **contact strategies** reflect deep understanding of the customer's risk profile, preferences, and journey to date? YES NO
3. Do your communications demonstrate understanding of the **customer's journey**, and have the right tone and content? YES NO
4. Do your **offers** fit the customer's situation? YES NO

**If you answered "no" to any of these, we can help you get to YES**

## Bridgeforce can help you swiftly improve your collections performance.

We get started quickly, because we have a playbook that allows us to efficiently evaluate risk segmentation, contact strategies, communications and offers.

Our expertise and resources will help you create a digital collections strategy that improves your results. We've enabled digital collections capabilities within weeks by accelerating default digitization initiatives and customer launch.

To learn how you can implement digital collections platforms with day one strategies, email [impact@bridgeforce.com](mailto:impact@bridgeforce.com).