

WEBINAR RECAP:

Advanced Digital Capabilities for Loss Mitigation

In 3 Steps

Reducing your cost to collect while increasing customer value using digital and analytics is easier said than done unless you have a systematic way of leveraging those data capabilities. The Bridgeforce digital strategy can help you increase customer engagement in a digital space.

Capturing Valuable Information

- Use website heatmaps to assess how your customers interact
- Assign a journey score for each customer every session
- Negative journey scores can indicate financial hardships

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Identify Financial Events with Advanced Analytics

- Customer Financial Analytics is a key indicator of wealth & stability
- Use data to trigger topical, yet subtle solutions for customers in need

Building Dynamic Journeys

- Develop roadmaps for different journey scores
- Start the digital conversation with your customers

Ready to increase engagement with your delinquent customers? Only Bridgeforce can bring these digital capabilities to life. **Contact us today!**