



Optimizing Collection Rate by Analyzing Delinquent Customer Calls using NEQQO

Case Study



BILL GOSLING
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Client Overview

The client is a major state-chartered credit union serving a large metropolitan area. With assets in the billions and a substantial membership base, it offers a wide range of financial services across multiple branches and focuses on member satisfaction and regulatory compliance.

Challenges

- The high volume of customer interactions with many calls does not result in payments.
- Delayed payment processes and calls cause customer dissatisfaction.
- Limited Hardship/Settlement Programs to deal with delinquent customers

Objectives

- Identify the top reasons for customer delinquency and dissatisfaction.
- Increase successful payment collections by addressing key challenges.
- Automate specific attributes like Reason for Delinquency (RFD) and Customer Effort to extract valuable insights at the enterprise level.

Key Metric

- **Calls Lasting More Than 1 Minute:** Only 4.5% of the enterprise calls involved substantial transactions.
- **73% calls went to Voicemails** (Excluded from the Analysis)

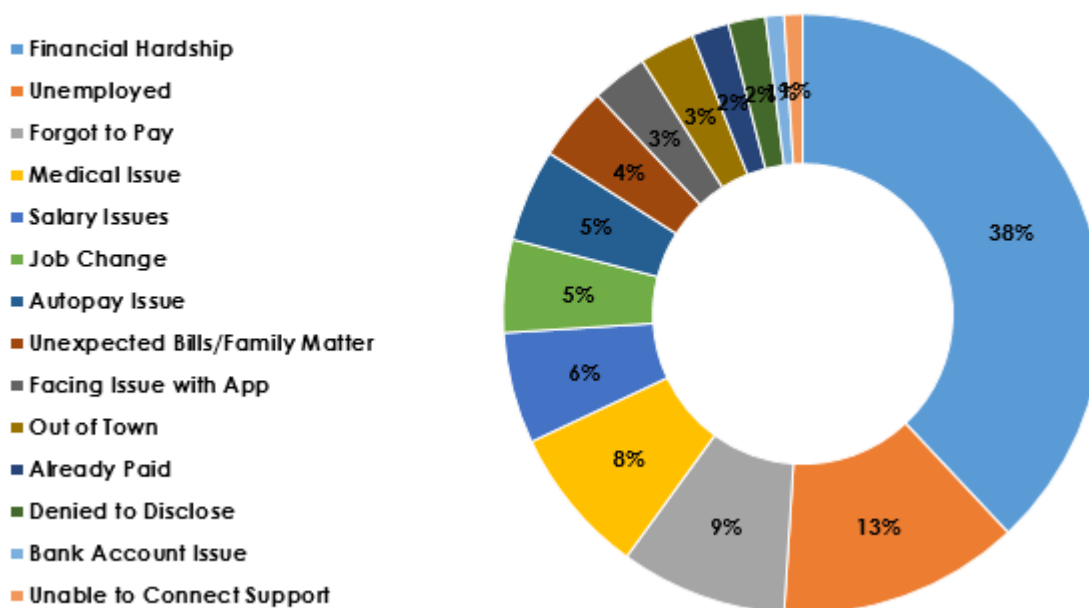
Approach

1. Data Collection & Automation: NEQQO utilized automation to analyze call data, specifically focusing on call drivers and customer effort attributes. This enabled categorizing 58% of the overall sample.

2. Deep-Dive Analysis: A deep dive into customer interactions revealed the following insights:

- **Top Call Drivers:** Debt collection, returning calls, making a payment, and due balance inquiries.
- **Delinquency Reasons:** 80% attributed to financial hardship, medical problems, and unemployment.
- **Unsuccessful Calls:** 36% of the calls failed to collect payments due to customer concerns or reports of already made payments.
- **Customer Satisfaction:** 8% mentioned about raising an escalation and 5% customers had general complaints about the services.

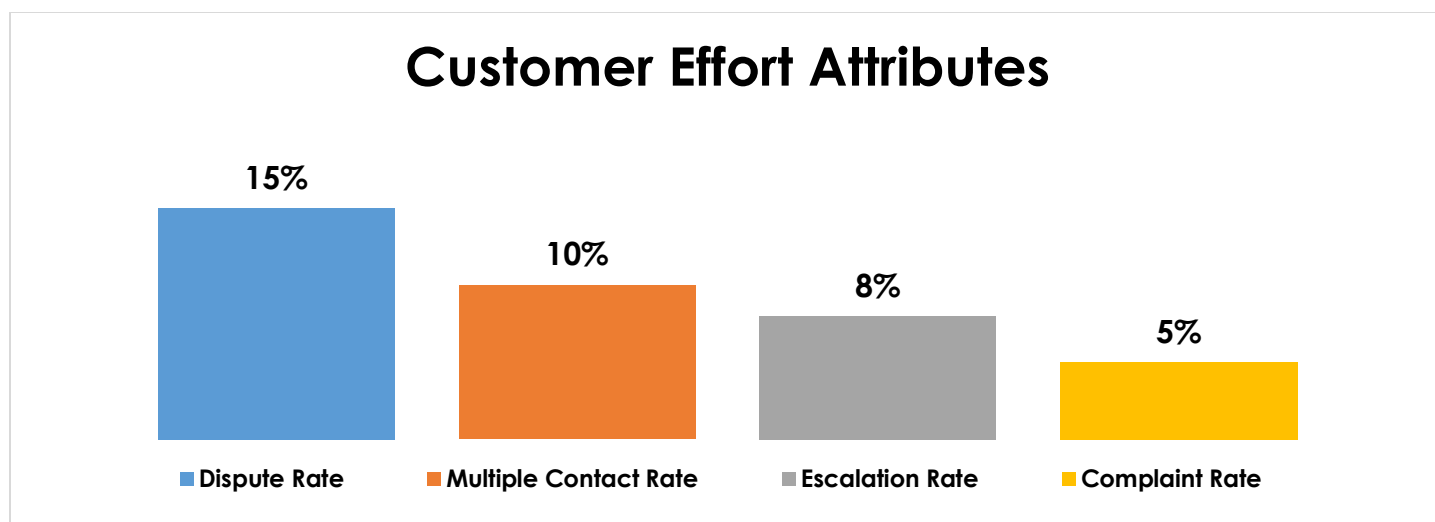
Reasons for Delinquency



3. Process Optimization Recommendations:

- **Expand Hardship Programs:** To assist 80% of customers who reported financial-related reasons for delinquency.
- **Implement Real-Time Account Updates:** Reduce unnecessary follow-up calls, disputes and improve communication regarding recent payments.
- **Customer Reminders:** Automate reminders for customers who frequently forget to pay or have issues with auto-pay setups.

4. Customer Effort Analysis: NEQQO identified key areas where customers required a lot of effort to resolve their issues. These included challenges with Disputes, Multiple calls, Escalations, and Complaints.



Results

- **Payment Collection Rates:** 64% of the calls resulted in customers either making a payment, scheduling a payment, or promising to pay. By focusing on potential customer challenges and hardship programs the client can look forward to a projected collections rate of 70% by end of year.
- **Process Enhancements:** The client is reducing customer effort by addressing core process issues such as account balance updates and auto-pay discrepancies.

Conclusion

By leveraging automation and focusing on data-driven insights, NEQQO successfully helped improve payment collection efficiency and customer experience for the client. With recommendations to further enhance business processes, NEQQO is well-positioned to continue deliver consistent value to the client.

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