



Wireless Carrier Improves Collections Effectiveness by Using Interactive Voice Notifications

A leading wireless carrier uses PAR3's automated notification solution to interact more efficiently and effectively with their customers about past due payments. Using it to complement its existing collections processes, the carrier found PAR3's solution helps them lower costs and improve collections performance across a wide range of risk groups. And now in the new era of mandated LNP, PAR3's solution is even more important to ensuring effective receivables management.

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Keep Processes the Same — But Make Them More Efficient

Understanding PAR3's track record in improving collections effectiveness and efficiency for many Fortune 1000 companies, a major wireless carrier deployed the notification solution to complement its existing collections processes.

The carrier's goals were clear. The company wanted to lower its cost of collections, increase dollars collected, and reduce its collections roll rate. On top of all of that, it wanted to do so with minimal interruptions to its inbound sales-generating contact centers.

Customers Take Action

The carrier deployed PAR3's interactive voice notification solution to interact with several segments of past due customers.

Customers are sent personalized notifications via voice and SMS. The voice notifications first authenticate the customer as the person responsible for the account. Because it is integrated directly with the carrier's data systems, once the customer's identification is verified, the notification then informs the customer of their account status and the amount due.

Wanting to capitalize on the timeliness of the message, the notifications include options for the customer to pay now, indicate a promise to pay or that a payment has been made, or transfer to an agent. The customers are empowered to take action directly within the notification by using their touch-tone keypad or by simply speaking a response.

For this application, those who opt to 'pay now' are transferred seamlessly to an in-house payment IVR system.

Using PAR3's advanced call detection technology, the application screens for answering machines. If an answering machine is reached (after several attempts to reach the customer live), a message is left. It instructs the customer to call a toll-free number and enter a personal access code to retrieve their individual notification. Giving the customer the ability to take action anytime it's convenient for them is an added benefit for them to resolve their account.

Results Add Up Quickly

Operationally, the carrier found that by using PAR3 notifications to complement its current collections efforts, it maximizes agent resources. With PAR3's solution handling the routine outbound calling and qualification process, agents no longer spend time on low value activities. They only handle the calls requiring special assistance.

Financially, the PAR3 collections solution increased a net benefit per account treated by more than \$5 compared to traditional collections. In addition, PAR3 outperforms their traditional approach in 8 out of 10 risk groups.

The carrier has embraced the PAR3 notification solution as an integral part of its collections process. As it does for many large companies, PAR3 automates more of the collections process, which lowers costs AND makes the collections process more effective.