

Proposed Call Centre Campaign Strategies

Functional Definition

Low Risk

Mid Risk

High Risk *

Recovery

Call Lists

eLowCsc < 45 days

eLowMtg < 75 days

eMcd < 2 cycles

eSloc < 2 cycles

ePloc < 2 cycles

eLowLns < 60 days

eNoConn eLowRsk

Call Lists

eMidCsc < 61 days

eMidMtg < 105 days

eMcd < 4 cycles

eSloc < 4 cycles

ePloc < 4 cycles

eMidLns < 90 days

eBP eMidRsk
eArc

Call Lists

* Balances < \$2500

eMcd < 6 cycles

eSloc < 6 cycles

ePloc < 6 cycles

eSloc < 6 cycles

eHrLns < 120 days up to 180 days.

Call Lists

* Balances < \$2500

ePstLns

ePstMcd

ePstPcr

Key Activities

1. service / retention
2. first call resolution
3. re-education
4. record maintenance
5. sales opportunities

1. retention
2. re-education
3. rehabilitate
4. risk identification
5. reduce delinquency

1. prevent write-off
2. rehabilitate
3. re-education
4. Analyze acct and recommend most effective route or recovery. Ex. Settlement/Early w/o.

1. rehabilitate
2. re-education
3. increase recoveries
4. increase R.O.B.

Financial Key Success Indicators

- DB/BRANCH/ CHIPS / CCS referrals
- delinquency reduction
- decreased roll rates

- CHIPS / CCS referrals
- reduced write-offs/
*LLE
- decreased roll rates

- CHIPS / CCS referrals
- increased recoveries
- increased R.O.B.

Workforce Management

CCA cross-functional skill sets

Collector cross-functional skill sets

Personal Development Opportunities