

Case Study – Debt Collection Challenge



The Customer

A Large Financing & Loan Management Company

Challenge:

The collection department was facing major difficulties reaching unresponsive debtors using the company PBX or blocked caller ID type numbers.

Solution:

Mobile2CRM added a virtual mobile number on all debt collectors' cellphones, and frequently changed those mobile numbers to avoid recognition by called parties. In addition, mobile2CRM's solution empowered debt collectors with professional, high-quality call recordings accessible from their cellphones.

The technology played a critical role in introducing and streamlining debt collectors flexwork and work-from-home options.

Outcome and benefits:

Debt collection success rate improved by more than 25%, while strictly adhering to, and complying with all relevant regulatory restrictions (the law prohibits collection agencies from using harassment, misleading, and unfair practices).

"We are constantly looking for solutions to increase delinquent debts collection and settlement success rate, while making sure we don't cross the line and violate debtors' rights. Mobile2CRM's solution is an extremely efficient and effective tool in reaching these objectives."

The firm's CRO