

ATENTO

Smart Collection:
Crafting a Winning
Strategy



Leading
Next Generation CX

TOP 5

1. The Significance of Collection Strategies	01
2. The New Age of Contact: Shifts and prospects	02
3. 5 Pillars of an Impactful Collection Strategy	03
4. Atento: Your Premier Collection Solution	04
5. Testimonials: Our Track Record Speaks	05

The Significance of Collection Strategies

In today's volatile global economy, the role of collection management is not paramount – it's foundational. Successful collection processes directly influence an organization's liquidity, profitability, customer base, and overall operational viability.. Yet:

A high attrition rate within a client portfolio can destabilize the business foundation. Hence, the surge in businesses seeking debt recovery solutions and avenues to reactivate credit while ensuring customer satisfaction.

Adapting to the changing dynamics and trends is vital. It enables collection departments to innovate their strategies and yield improved outcomes.

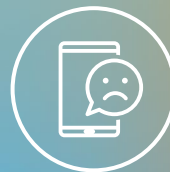


Historically, **during financial downturns, businesses often expand their risk exposure**, introduce new products, and neglect enhancing their collection prowess.

Source: **McKinsey**.



28% of consumers have at least one debt under collection.



27% of contacted customers feel intimidated by their debt collector – w **a potential brand relationship breaker.**

Source: **Consumer Financial Protection Bureau.**

The New Age of Contact: Shifts and Prospects

Delinquency and debit rates **move along with fluctuations in the global economy and consumer habits**, which means that during times of recession, organizations must drive their strategies and adjust them to the market's and its customers' needs.

As the world economy and consumer behaviors evolve, so must collection strategies. Especially when:



Traditional collection methods like calls, letters, and voicemail – which constitute 65% of initial contacts



Are now deemed archaic by consumers.

Source: **Mckinsey.**



A whopping 89-92% **success rate is achievable via digital channels.**



Customers favor **emails, text, and mobile alerts.**

However, current collection methods face challenges:



36% of customers are approached **at inconvenient times.**



75% indicate that collectors **disregarded their preferred contact method.**



In **53%** of the instances, **there's misinformation, like incorrect amounts or misattributed debts.**


Source: **Consumer Financial Protection Bureau.**



5 Pillars of an Impactful Collection Strategy


Maximize your collection success by integrating these industry-leading approaches:

1. Analytics




Harness **data science** to enhance segmentation, predict compliance, and fine-tune contact strategies.

2. Omnichannel Engagement




Cater to clients across various **digital channels**, providing automated and human-assisted solutions.

3. Specialized Training



Ensure your team possesses **superior negotiation skills**, financial literacy, and technical know-how.

4. Customer-Centric Experience



Design specialized, error-free journeys for every client profile, resulting in **improved outcomes**.

5. Empathetic Communication



Prioritize personalized, solution-focused interactions over generic or aggressive ones.

Atento: Your Premier Collection Solution

ATENTO

Atento encapsulates industry best practices, presenting a holistic model that addresses immediate debt recovery and long-term client relations. Our approach consists of:



1. Strategy

Crafting tailored collection plans per client profile.



2. Execution

Leveraging omnichannel platforms and innovative tech to secure payment commitments.



3. Conversion

Securing the initial payment and initiating negotiations.



4. Management

Striking cost-efficient agreements and maintaining diligent follow-ups.

Testimonials: Our Track Record Speaks

Case Study #1: Mexican FinTech Triumph

A leading **Mexican FinTech** faced multi-pronged challenges: debt collection from credit card users and the imperative to efficiently track new and ongoing requests, offer concise service details and address concerns and complaints. Partnering with Atento, we crafted a meticulous strategy, adhering to both industry-mandated security norms and critical KPIs, ensuring an elevated service standard. The results were transformative. Our collaboration empowered the client to achieve:

Case Study #2: Brazilian Finance Dynamo

A renowned Brazilian financial institution operating primarily in B2B aspired to amplify its debt recovery conversion rates. Equally crucial for them was retaining their debtor companies as valuable clients. We sculpted a **specialized strategy** to fulfill these objectives, centering on amicable and effective payment agreement negotiations. Here's the impressive outcome of our strategic approach:



Credit recovery rate: **46.7%**



Customer Satisfaction Score: **75.8%**



Enhanced First Call Resolution:

- **97.7%** chat
- **95.12%** voice
- **67.11%** email



80% **increase** in payment promises



60% cash payments



25% **increase** in the portfolio of available customers

ATENTO

contact us



CHAT WITH OUR
TEAM IN MEXICO



VISIT OUR WEBSITE

Atento tailors solutions to align with your aspirations and requirements, whether you are a startup or an industry giant. With a team of experts, cutting-edge tech, and stringent security protocols, we don't just guarantee collection—we promise strengthened customer relationships and satisfaction.

Elevate your **collection strategy**.
Solidify your customer relations.
Choose Atento.

 <https://atento.com/en/>

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