# **Proposed Call Centre Campaign Strategies**

## <u>Functional Definition</u>

#### 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 eArc

eMidRsk

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

#### Call Lists

\* Balances < \$2500

eMcd < 6 cycles

eSloc < 6 cycles

ePloc < 6 cycles

eSloc < 6 cycles

eHrLns < 120 days up to 180 days.

- 1. prevent write-off
- 2. rehabilitate
- 3. re-education
- 4. Analyze acct and recommend most effective route or recovery. Ex. Settlement/Early w/o.
- CHIPS / CCS referrals
- reduced write- offs/
- \*LLE - decreased roll rates

#### Call Lists

\* Balances < \$2500

**ePstLns** 

**ePstMcd** 

**ePstPcr** 

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

## - CHIPS / CCS referrals

- increased recoveries

- increased R.O.B.

Collector cross-functional skill sets

## **Key Activities**

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

## Financial

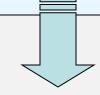
**Key Success** 

**Indicators** 

## <u>Workforce</u> <u>Management</u>

CCS referrals
- delinquency reduction
- decreased roll rates

- DB/BRANCH/ CHIPS /



CCA cross-functional skill sets

Personal Development Opportunities