



## Policy Updates to Collection Program Result in Increased Initial Payments for Telecommunications Company

### THE CHALLENGE

A major telecommunication company made the decision to have outsourcing vendors focus on the improvement of CSat Scores and the Customer Experience. This prolonged focus ultimately led to a decline of dollars collected on inbound calls.

### THE STUDY

Convergent collected and analyzed the data on dollars collected per call, PTP arrangements, repeat caller data, and write offs going back for a one-year period. After listening to hundreds of calls, Convergent was able to identify subtle changes in the call flow and a shift in the agents' attitudes over the year, resulting in a loss of focus on the resolution of delinquency.

### THE SOLUTION

In collaboration with our client, Convergent mapped out a 90-day test with a group of 50 agents, selected from the 300 agents working the program. The test goal was to improve dollars collected per call with no impact to their CSat numbers. A new call script was developed, and all the agents underwent a compact two-day training with Convergent and the client's trainers. Policies for suspend date changed, and payment arrangements were revised to be less lenient. The focus was for the agents to be more resistant to payment arrangements and date of suspend change requests and were encouraged to spend more time on understanding the customer's issues, thoroughly explaining the new policy.

### THE RESULTS

In 90 days, data showed a lift in "accounts paid in full per call". Based on the initial positive outcome, the program was expanded to 160 agents. To date, % accounts resolved from the queue is tracking over 400% better than the control group, and immediate payments average amount is up 82%.