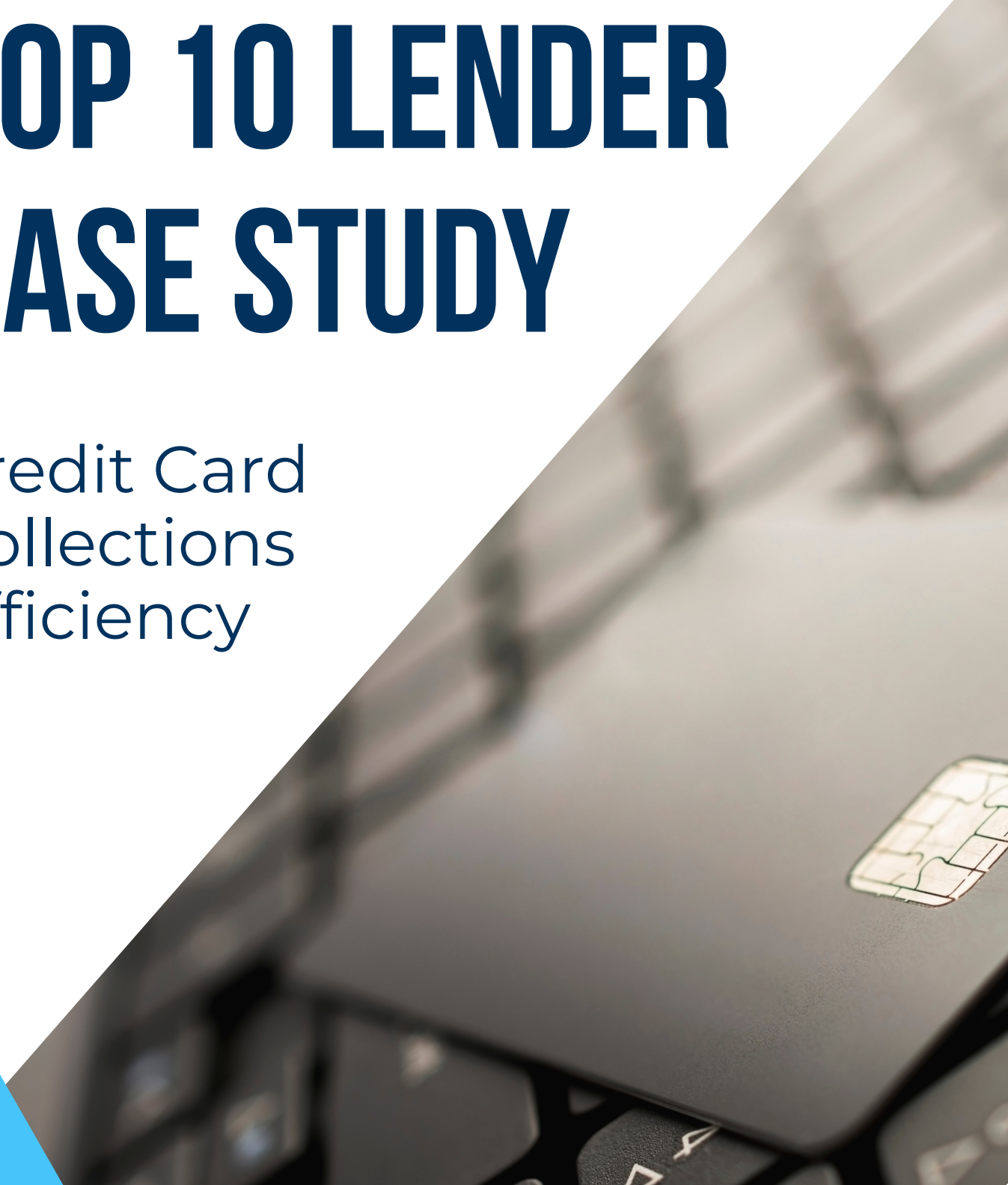




# TOP 10 LENDER CASE STUDY

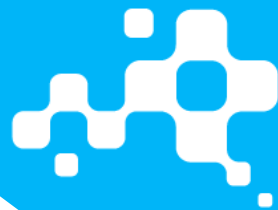
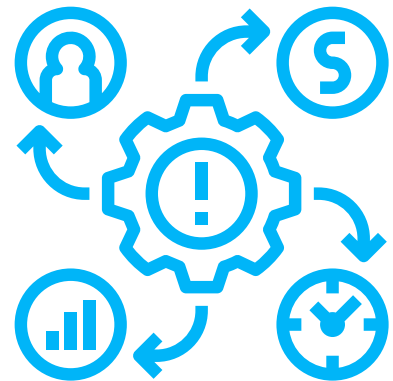
Credit Card  
Collections  
Efficiency



# OVERVIEW

A large financial institution with a multi-billion-dollar credit card portfolio was looking to increase efficiency and automate data collection related to customer outreach in its delinquent portfolio. They were looking to automate their current manual process for data collection between their system of record (SOR) and data providers.

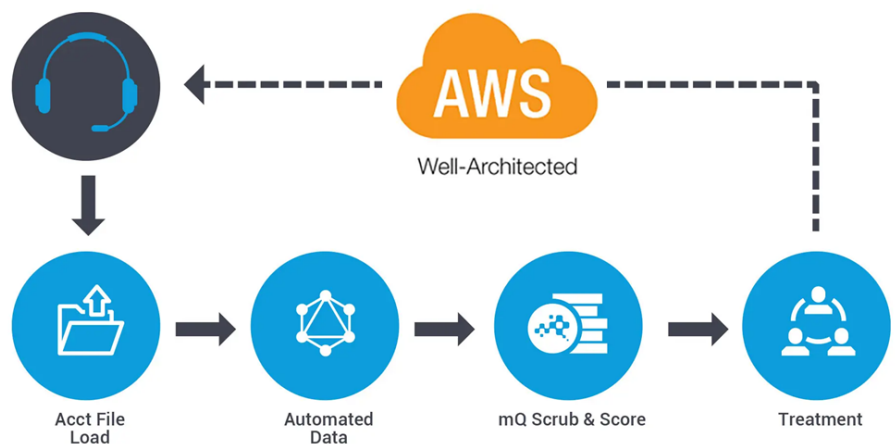
Their existing methods relied heavily on manual processes using copy/past from one system into the other, which was error prone, inefficient and lacking in compliance. Without efficient data management and organization tools they were spending too much time on data organization and analysis and not enough on customer outreach and strategy.



# SOLUTION



The financial institution loaded its delinquent accounts and assignments into masterQueue's hosted, case management solution, enabling their team to manage the entire data collection and scoring process into an easy-to-use format, focused on increased customer outreach and efficiency. Data was able to be purchased and loaded automatically into accounts through an API and workflow set up at the team level by the lender. Further, through its proprietary data scoring algorithms, the data was scored and ranked automatically by the likelihood that such data would yield a positive right party contact (RPC), thereby enabling the most useful data to be presented to their team in a more organized, efficient manner.



# RESULTS

The lender was able to realize a meaningful increase in efficiency in its credit card collection efforts. Their team saved valuable time previously wasted on copying and pasting as well as selecting which elements of the data were most relevant. As a result, the collections team was able to review an additional 10% of their delinquent customer relationships per hour.



They also saw a similar increase in the number of actual customer contacts per hour. Organizing and scoring the data in our case management system gave their team more time to call customers vs. spending time searching through the same data manually.

Overall, the success of masterQueue with this lender underscores the potential of innovative SaaS solutions to address critical challenges in the credit card collections process. By leveraging the power of data, analytics, and outreach capabilities, masterQueue has been instrumental in improving this lender's internal efficiency, while reducing overall risk associated with delinquency and customer outreach.

