TrueAccord

E-BOOK

Upgrade Debt Recovery & Collection with **HeartBeat**



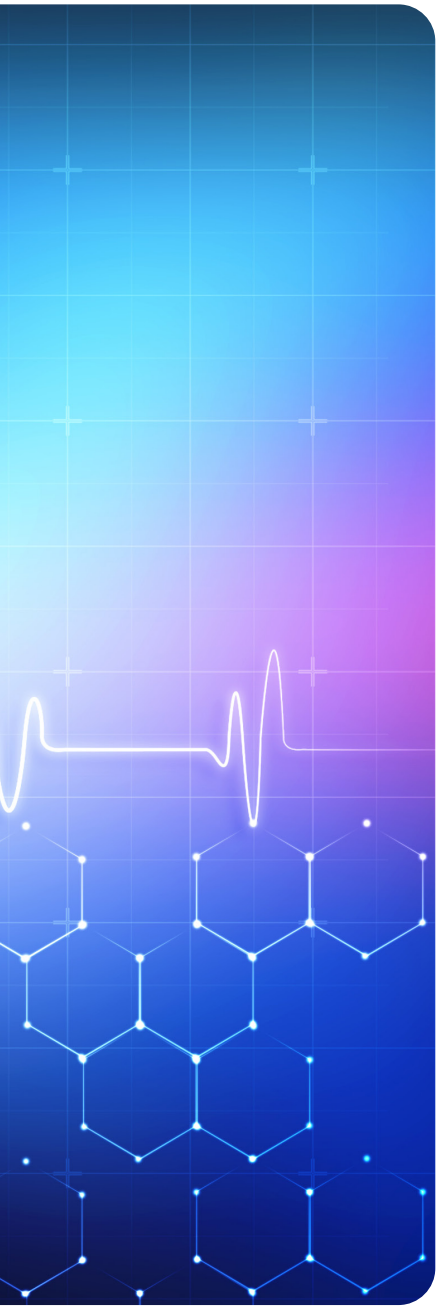
There has been a lot of hype about adding more complex technologies into debt recovery and collection strategy, but simply integrating a new program or algorithm into your operations, like how you score accounts, falls short of delivering the personalized end-to-end customer experience that drives world-class results for each and every account.

Integrating data modeling or machine learning into your practice to help decide the right message through the right channel at the right time is certainly important—**but how does this technology know what's "right" when it comes to engaging all of your delinquent accounts now and in the future?**

Without the experience and expertise to know how to find what's "right" for each individual, data modeling and machine learning can still leave customer communications lacking, and some without any communications at all.

So how can you enhance the consumer experience for each and every account and recover more without going back to humans driving it every step of the way?

Upgrade your collection strategy with **HeartBeat**. HeartBeat is designed to find the right way to engage with individual customers by trying different communication strategies until it gets it right and a resolution is reached.



The **Dead Ends** of Data Modeling and Basic Machine Learning for Debt Collection

The debt collection industry has come a long way from old school "call and collect" methods with innovative technologies like data modeling and machine learning. Picking a partner that promises better results by letting machines and automated programs pick when and how to communicate with different accounts can seem like you've taken a step in the right direction.

But that's about it—just one step.

Data modeling and machine learning are often implemented with fixed rules or heuristics (if a consumer does X, then do Y) or for a limited scope, like automating email or SMS messaging. If you are switching from a more traditional outbound approach then **these can provide a short-term lift in recovery rates, but will hit a dead end when it comes to optimizing, adapting, and improving over time.**

Over time many things will change that affect your collection strategy:

- Federal, state, and local compliance rules
- Industry best practices
- Consumer behavior
- Economic factors
- Communication channels
- Your own business goals
- And more

Fixed data models and basic machine learning—and old school manual human processes—aren't designed to keep up.

But HeartBeat is.

What is **Heartbeat?**

Powered by a combination of data-driven heuristics, the latest compliance regulations, and machine learning—continuously refined by data from 20 million customer engagements and counting—HeartBeat is TrueAccord's patented decision engine. **It's the heart of the decision-making process about how to engage with each and every customer on an individual level to create a customized experience and to get the most favorable outcomes for the consumer and the creditor.**

With HeartBeat, our extensive history of data and industry knowledge feeds into the continuous learning model so there are no lost opportunities to engage and optimize. Heartbeat works every account throughout the placement lifecycle and continues to monitor, decide, and optimize until the resolution stage no matter the resolution—payment in full, settlement, dispute, bankruptcy, etc.

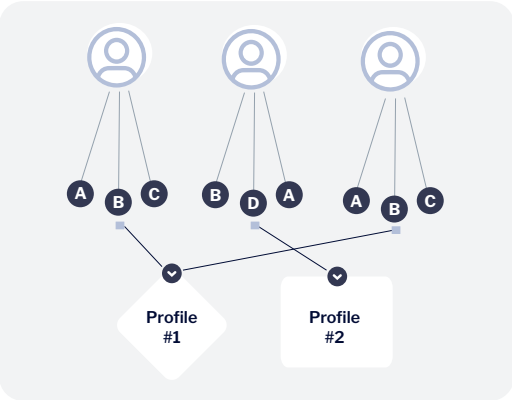
It is set up for the long game and recovers more because of it.

Every day the situation may change or not for the consumer—HeartBeat is ready for that, unlike traditional strategies. Working around the clock, 24/7/365, it is designed to be there anytime a customer decides to address their account. Heartbeat can engage when the consumer is ready and provide timely information when they want it, including communications to maintain a customer on a plan, provide desired information and options, re-engage after a temporary hardship, didn't finish a dispute, or unsubscribe.

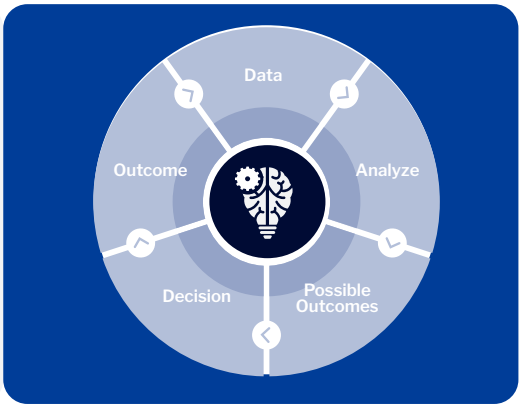
While HeartBeat utilizes machine learning in its decision-making process, it is not limited to it. This decision engine is continuously evaluated for performance and adjusted to align with the current economic situation, changes in consumer behavior, and updates to compliance rules.

HeartBeat is built for continuous improvement to your debt recovery and collection strategy.

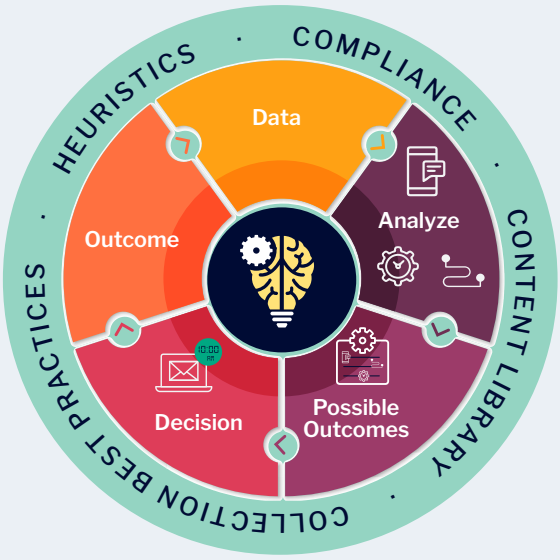
Data Modeling



Machine Learning Decision Making



HeartBeat Decision Making



How does **HeartBeat** Upgrade Your Collection Strategy?

In its simplest form Heartbeat is a machine: it quickly processes information and recognizes patterns across millions of data points accumulated over almost a decade. Using this information, it immediately recognizes the next **best communication, channel, and message time for each individual** account in the system no matter what stage they are in—first 30 days of placement, considering a dispute, looking for more account details, evaluating payment options, middle of a payment plan, last 30 days before recall, etc. On top of all that, Heartbeat keeps learning from each new interaction with each individual customer. Along with that data, compliance is ensured with pre-approved boundaries for what should and shouldn't be delivered to individual customers.

Traditional collection methods focus on only reaching the customers (often by phone) with the ability to pay via scoring models or data models with the goal to get them to commit to pay in full as fast as possible or pay the largest settlement as fast as possible. This process, although it does employ advanced technologies like data modeling or machine learning, excludes individuals who don't meet certain criteria, and misses the opportunity to connect and collect from them when they are ready.

HeartBeat enables lenders to recover more because it doesn't use that outdated strategy.

HeartBeat reaches out to every account with a goal of getting them to repay on their own terms when they are ready. It works every account, not just those predicted to repay more faster—and never stops working, unlike the limitations of manual outreach— all through content, channel, time, and strategy that fits the individual.



Content

Template recommendation for each communication channel and tailor messaging based on both client and account data throughout the placement cycle



Channel

Identify the ideal way to reach the customer and pivot realtime based on reactions or engagements



Time

Set initial and following send times and date recommendation for each person, minimizing unnecessary communication

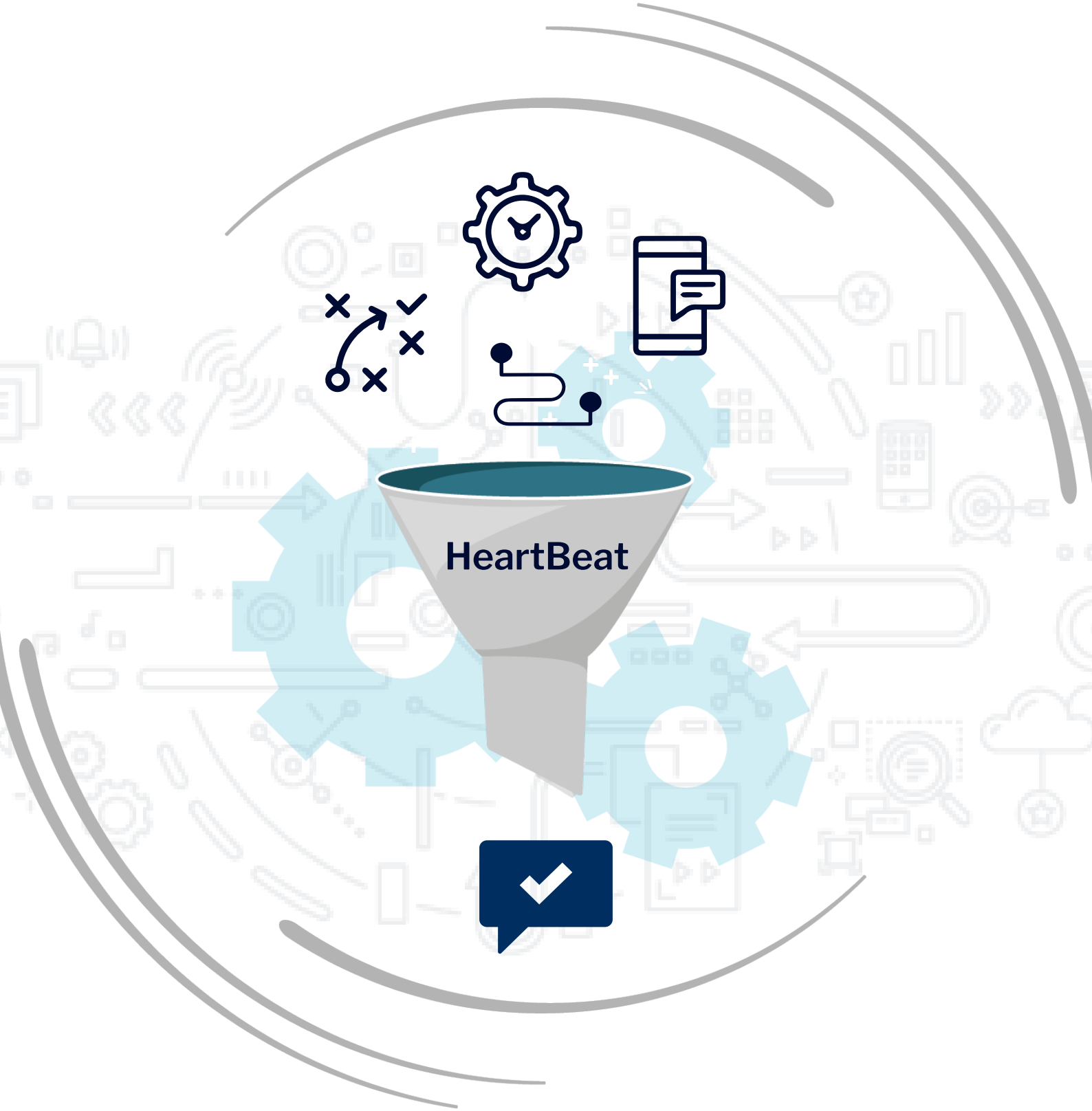


Strategy

Payment Plan Success - identify consumers at risk of breaking initial plans and automatically adapt to keep them successful until resolution

Based on each unique account, Heartbeat tries a communication strategy, and if it doesn't work it tries a different strategy, and if that doesn't work it tries another until resolution is reached. In standard collections practices—even those using machine learning and data modeling—there is a phrase "all efforts exhausted" to describe resolution efforts.

Heartbeat doesn't know the meaning of the term exhausted.



Real Results Driven by **HeartBeat**

HeartBeat delivers the right message through the right channel at the right time for all your customers—increasing repayment rates. The real results below are compelling, but even more importantly, these results inform HeartBeat's continuous learning model.

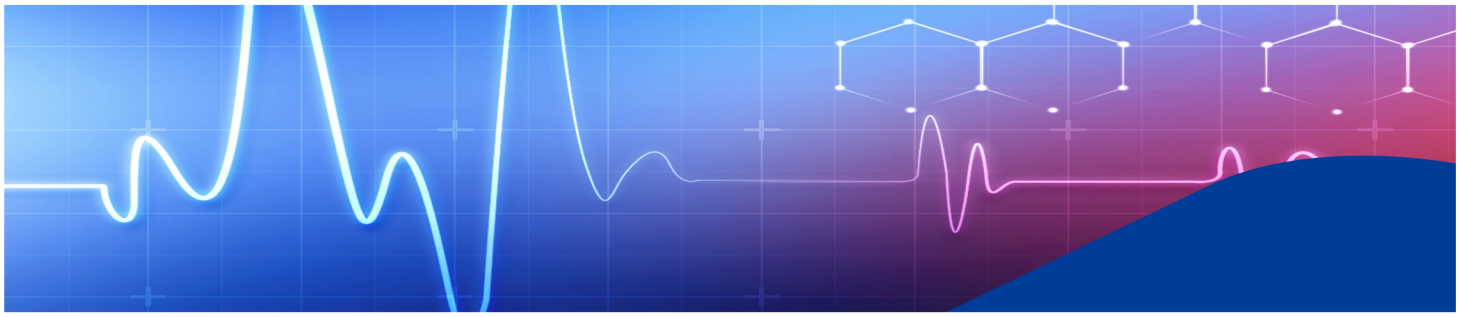
When one client experiences success, Heartbeat learns from that success and ingests it to guide the next iteration of decision-making processes overall—**a win-win for all.**

Real Results: HeartBeat-Driven Collection Strategy Delivers Better Performance, Security & Compliance, and Optimization

Snap Finance, a lease-to-own financing provider, had to evaluate their collection process and needed to decide between a traditional agency and digital-first collections solution provider, TrueAccord. After comparing the two, it was no contest: the HeartBeat-driven strategy delivered better performance, security and compliance, and continuous optimization.

"What we saw was almost **25-35% better performance with TrueAccord**, compared to the accounts we placed with traditional agencies," said Todd Johnsen, Senior Manager of Collection Vendors, Snap Finance.

HeartBeat allowed the collection processes to be less intrusive and continuously optimize based on how their specific customers engaged, as well as ensuring that all messaging included verbiage from a catalog of responses that Snap Finance felt comfortable with from a legal compliance perspective. The result was better liquidation rates with more alignment with consumer preferences.



Get Started with a **Demo**

Ready to start recovering more by reaching all your customers with the right message on the right channel at the right time without having to design, implement, and train your own machine learning models?

Schedule a demo to learn about TrueAccord's digital-first, HeartBeat-driven collection and recovery platforms and start:

- **Reaching consumers**
  with the right message, on the right channel, at the right time seamlessly
- **Putting consumers in control**
  of resolving their debts with a flexible, self-serve digital platform
- **Scaling efficiently**
  to any collections volume with machine learning-powered digital technology
- **Driving industry-leading results**
  for net liquidation rates and automatically optimizing performance by channel over time

Don't wait to upgrade your strategy.