



Digital Debt Collection Software Starter Guide

Retain
TrueML Products

STARTER MANUAL



Digital Debt Collection Software Starter Guide

Welcome to the Digital Debt Collection Performance League. If you're looking to enter the high-precision world of using debt collection software to recover more while maintaining rigorous compliance, this guide is here to help. Just like elite automotive engineering, there's prep work to do before the system is operational.

Before your team kicks off the digital debt collection deployment, Retain is here to set you up for success with a high-level walkthrough of the technical and operational setup.



Technical Setup for Debt Collection Software

You can't pull up to the starting line without making sure the race car is firing on all cylinders - and the same notion is true for implementing digital debt collection software. Here are a few fundamental elements you'll want to build for the collections race ahead:

Every Strategy Needs Tech Setup

Each race car is strategically designed to give each team the best chance of success on the track. Your business needs to take the same approach and ensure the required tech stack for digital outreach is good to go.



DNS/Email Setup Most debt collection software will need DNS Admin access and require additional DNS records.



Subdomain Your business needs a subdomain to enter the digital race. It's an industry best practice that provides the following benefits:

- Creates a direct connection between the sending domain and brand domain
- Recipients trust the emails and SMS messages
- Protects email reputation with email postmasters



Then you'll need to set up a new email address from this domain.

Not sure how to tackle this prep?

Your digital partner should be willing to help set you up for success.



Brand Recognition for Your Team

Every elite team has to be easily recognizable on the track. Digital debt collection software makes it easy to automate messages that look and sound like your brand. To make this happen, have your brand standards or guidelines ready to go, including elements like:

Favicon



Brand logo



Email header background

Brand name



Payment website url



Brand colors

Customer service number



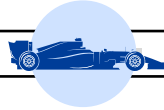
Hours of operation

Data Transfer - Supplying Fuel for Your Strategy



Data is the fuel that powers your digital collections operations. Digital debt collection software is like a race sponsor, they'll need key data to help you achieve your recovery goals. For example, partners need contact information to automate messages through digital channels like email, ringless voicemail or text.

While you're looking for the right partner, it's important to know how to extract data from your existing systems. It's common for debt collection software to offer flexible means to securely send data, commonly either API or SFTP (Secure File Transfer Protocol) method. Given how important data is to this race, it's crucial to check with potential partners on how their transfer process works.



Content Selection is Key

What tires are performing best given the track temperature? Is there rain in the forecast? What position are you starting from? Every race (or consumer being engaged) has unique nuances to consider to get the best results. Your digital debt collection content can be adapted from your brand's existing messaging but should be optimized for the digital channels you plan to use. If you need support getting started, the right partner can provide examples and offer guidance on how to craft content. They'll ideally have insights from past races to optimize your efforts.



No race team is complete without a race coordinator. And Retain's Content Approval Tool offers one built into the system. It lets you easily manage content, provide feedback, and review expert-suggested edits. With enough content and AI support, you can achieve personalization at scale, which gives your strategy the ability to adapt to almost any race conditions.



HARD



MEDIUM



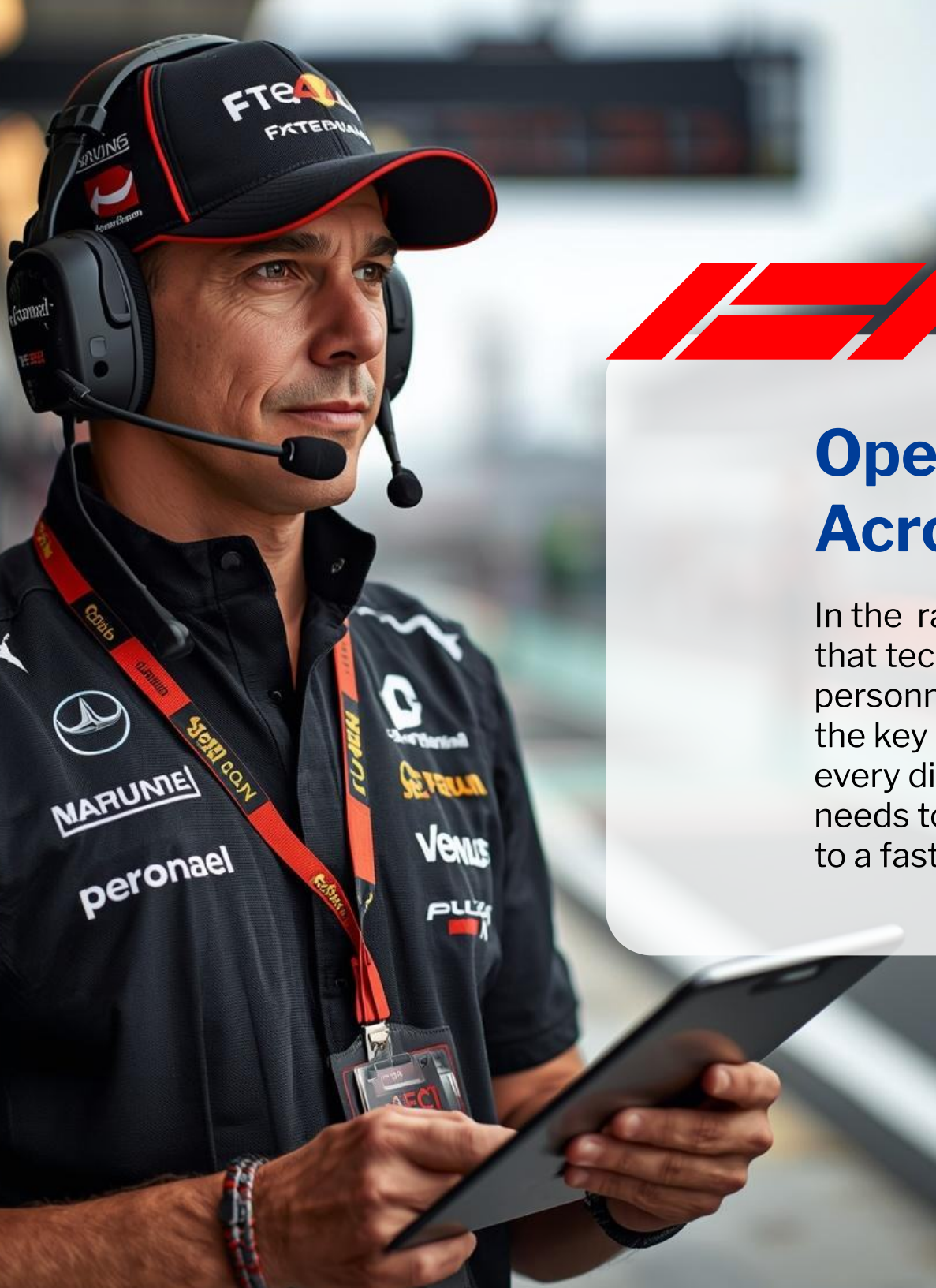
SOFT



INTERMEDIATE



WET



Operational Prep to Get Across the Finish Line

In the racing world, there's no doubt that tech is important, but so is personnel. Let's take a closer look at the key stakeholders and teams that every digital debt collection strategy needs to get the implementation off to a fast start.

Retain STARTER MANUAL
TrueML Products

Collection Strategy Goals

In digital debt collection and racing, you need to know where the start and finish lines are. Every race team has their own unique approach to the season, and your collections strategy is the same.

What is your goal for implementing digital debt collection software?

Does your business have rising delinquencies? Looking to reduce roll-rates? Need higher recovery efficiency?

By knowing your goals before the race starts, your team can pave the best way forward.

Here are more key questions you'll want to answer before any race begins:

- Which accounts are receiving the digital treatment?
- What is your timeline for sending communications? Does this need to be adjusted?
- How do you currently communicate with delinquent customers? And what channels does your ideal collections strategy use?



START

FINISH



Tech Resources and Support



Tech support for your recovery efforts are like the pit crew in racing. White-label debt collection software like Retain is built to work with your existing systems, but to perform best it needs input from your team to get started.

The pit crew should prepare ahead of time so your business can easily access, standardize, and share data in your CRM and other core systems. Inside knowledge of how to transfer important data with ease streamlines any pit stops that are needed throughout the race. Your digital partner should also provide additional manpower for your pit crew, ready to fix bugs or swap out tires mid-race if needed.



Content Approval (Essential Pre- Race Checks)

No race car makes it onto the track without being approved by key stakeholders like team owners, race strategists, mechanics, the driver and more. The same is true for digital debt collection messages.

It's important to create a clear list of all the stakeholders who need to review and approve your debt collection content before it's sent. Inform and educate the stakeholders on the process well before the race so you'll be right on time for the standing start, instead of your strategy being stuck spinning its wheels when the lights go out.



Know Your Support Teams

Race teams have personnel like engineers and mechanics that do crucial work behind the scenes to keep the car performing. The best digital debt collection software often follows the same protocol. When you're looking for the right digital partner, ask about expertise that goes beyond technology. Retain has support teams that will make a difference on race day.



Email Operations & Deliverability Team

Email experts who help make sure your messages get delivered to inboxes instead of spam folders and protect your domain reputation.



Implementation and Client Services

Are aligned with your goals, make the setup of Retain as efficient as possible, and help keep track of your recovery performance.



Legal and Compliance Team

Helps your business stay ahead of compliance and regulatory changes in the industry.





Race to Your Recovery Goals with Retain

In digital debt collection, every consumer has their own unique preferences, which means there's no two recovery races that are the same. Retain turns unpaid into opportunity by using AI technology to automate digital consumer outreach with the right time, message, and channel.

Retain provides a compliant and consumer-centric experience so that your business isn't just prepared for the race - but wins it.

[Learn more about working with Retain.](#)