

Why You Should Use AI to Deliver a Better Customer Experience



AI has changed the game for the delinquent customer experience.

Businesses that have embraced AI have improved collection performance with **personalized, streamlined, and intuitive debt collection strategies.**

Consumers are more likely to engage with debt recovery communications that are tailored to their preferences.

Consumer Expect Personalized Communications



53% expect financial companies to **use data securely** to personalize their experience. ([link](#))



56% want financial companies to **leverage customer data to provide actionable and clear insights** about their finances. ([link](#))



25% increase in projected engagement when AI **personalization** tools are used in wealth management. ([link](#))

A personalized and data-driven approach improves performance and ensures your debt collection communications are more targeted.

“ Using Retain has helped us fully automate email and SMS outreach efforts. **Engagement increased as did the number of scheduled payments**, reducing the number of eventual charge-offs on our books.”



AI-Powered Convenience



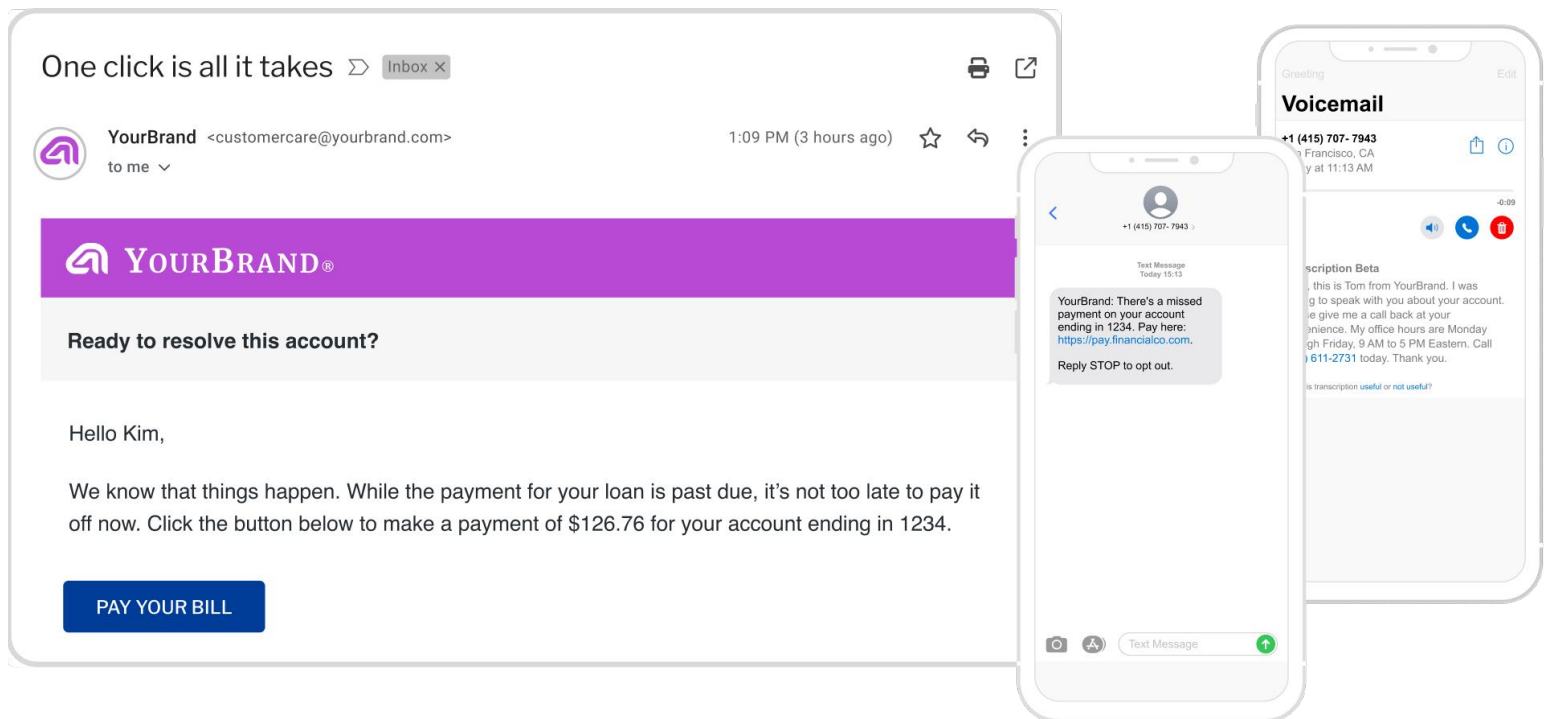
14% of bill payers **prioritize payments that are convenient experiences.**



10% increase in payments when consumers are **contacted first through their preferred channel.**



Consumers who prefer digital channels make 12% more payments when those preferences are honored.



Retain's AI Makes Account-Level Personalization Automatic and Effective

Learn more at Sales@trueml.co



About TrueML and Our Companies

Retain is a part of the TrueML Technologies family of companies. TrueML pursues innovative solutions to revolutionize the financial services industry through its subsidiaries' products and services that improve client collection rates and customer experience. TrueML Products, maker of Retain, develops AI-powered products for companies and consumers seeking financial health. TrueAccord offers digital-first debt collection, leveraging data science and technology to deliver superior results.