

# Private Label Credit Card Issuer

Tough Economy—What Tough Economy? Delinquent Roll-Rates Are Dropping Every Month

## Business Need

The client is one of the largest issuers of private-label credit cards in the United States, having relationships with numerous large, national merchants. In the current economy, where delinquencies have been rising, the client wanted to take proactive steps to keep this trend from negatively impacting its bottom line.

## Goal

**Their objective was to increase Right-Party-Contacts in order to reduce roll-rates. But that was not enough; they also wanted to achieve these improvements while making life simpler for the professionals at their collection operations.**

## Solution

CallTech™, which takes the guesswork out of when to call by creating an optimized daily calling schedule, combined with OnQ™, which simplifies list management on one or more dialers.

## Results

With CallTech's optimized calling schedules, the client improved call center effectiveness by increasing dollars collected, reducing roll-rates, and reducing personnel costs.

Using CallTech and OnQ, early-stage delinquent accounts showed a 15% increase in Right-Party-Contacts versus Business-As-Usual ("BAU"). Late-stage accounts did even better, achieving a 20% gain, as proved by Champion/Challenger testing.

Of course CallTech's lift in Right-Party-Contacts translated to a decrease in delinquent roll-rates. In fact, in an 18-month evaluation the client conducted, roll-rates dropped every month.

## Simplicity

The clients other goal was simplicity. If the Dialer Managers could spend less time babysitting the dialer, they could focus more on agent motivation and training. Because OnQ lets them create an entire day's (week's) campaigns in advance, they can just walk in each morning and be ready to go.

## Summary of Success

CallTech and OnQ met the client's goals of increasing Right-Party-Contacts in order to reduce roll-rates and increase dollars collected. Unlike many productivity solutions, ALI Solutions™ software also made these call center professionals' lives simpler—and gave them time to focus on more strategic issues.

- Collect more dollars
- Reduce delinquent roll-rates
- Simplify list management

## About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

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