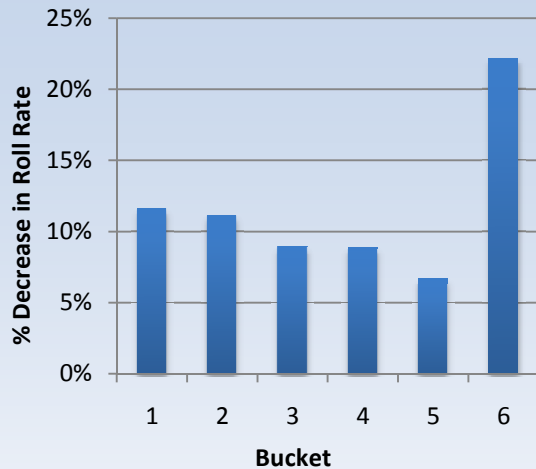


Top US Bank Deploys Text Across All Major Portfolios

Decrease in Roll Rate by Bucket



**10.2% in
operational savings**

Situation

- During the economic downturn, a top US bank experienced an increase in delinquencies and charge-offs across all major portfolios
- Enhanced collections strategy was needed to bring in cash and stem losses

Strategy

- Divided accounts across major portfolios into Test and Control groups
- Up to four Free-to-End-User (FTEU) text messages sent at various stages in collections process
- On days when text messaging was used, no voice messaging calls were placed

Results

- Test group outperformed Control group in all areas
- Charge-offs, costs and roll rates decreased significantly

FTEU text messaging increases collections while reducing roll rates