

Top 10 Global Bank Improves Collections

“Overall the performance has been extremely strong and much surpassed the initial business case.”

– *Client Executive*

\$2.5M/year
in FTE saving

Situation

- One of the world’s largest Financial Services institutions sought improved card collections performance

Strategy

- Leverage SoundBite Collections Solution - first deploying voice messaging then text messaging and email messaging across multiple segments

Results

- Estimated savings of 90 FTE (~\$2.5M/year)
- 2-10% improvement in cure rate
- Initial US deployment; expanding to UK and other European locations

Multi-channel messaging combines to optimize collections