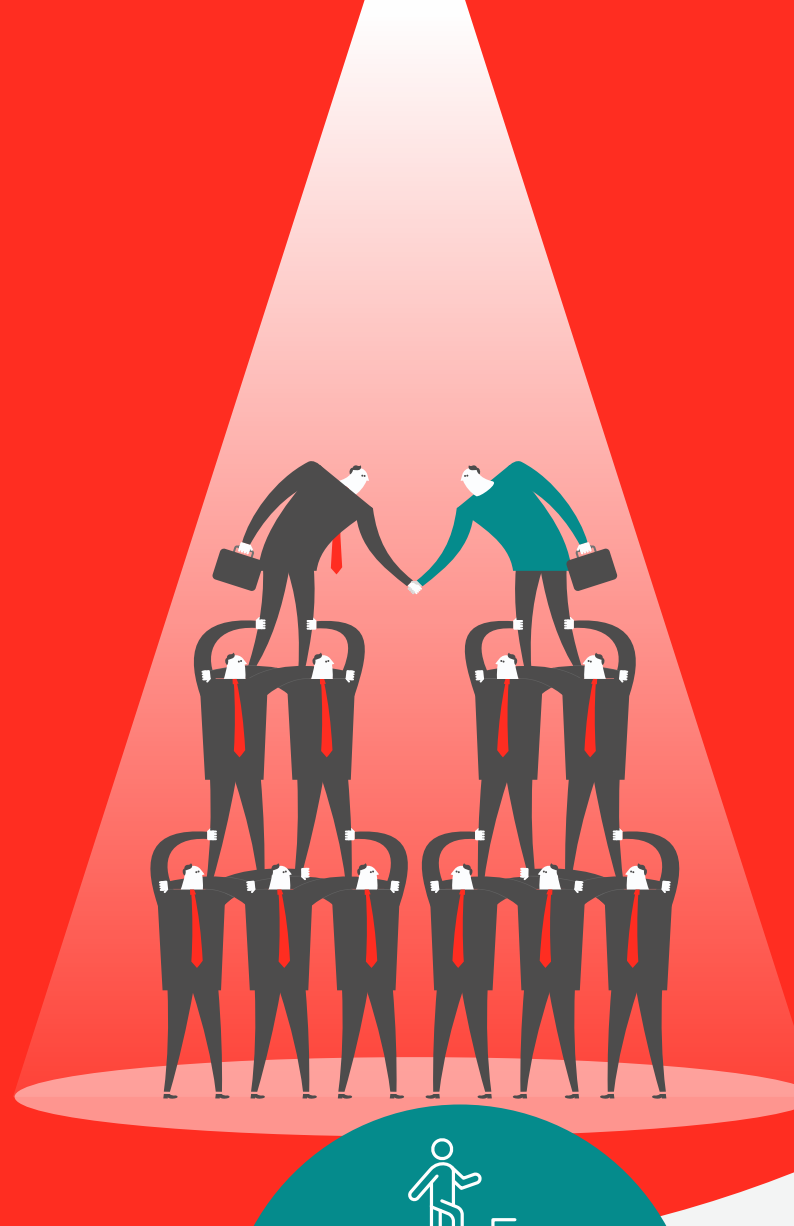


Putting clients first!

Delve into the insights and embrace the opportunity to enhance your customer-centric collections with unparalleled expertise beyond challenges.

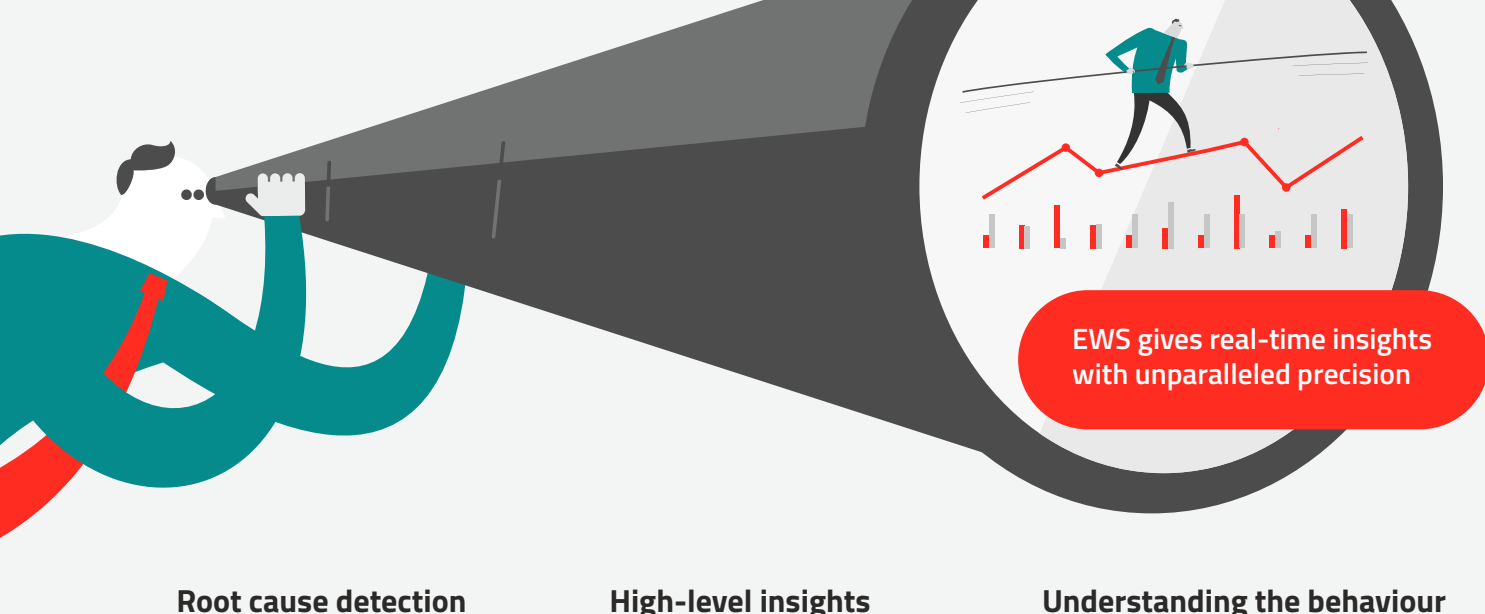


1

Predicting the client's behaviour with Early Warning System

Early Warning Systems (EWS) are innovative solutions that provide real-time information about debtors, enabling proactive risk management. By monitoring debtors' behaviours, you can take preventive action to avoid delinquencies and insolvencies.

A 5-step guide to client-centric debt collection excellence



EWS gives real-time insights with unparalleled precision

- Root cause detection**
EWS utilizes big data analytics to analyze customer interactions and financial behaviour, offering real-time portfolio monitoring
- High-level insights**
The segmentation enables hyper-personalised engagement strategies that build trust and loyalty among high-performing customers.
- Understanding the behaviour**
More effective and intelligent decisions: by providing real-time insights about customer interactions and financial behaviour.

2

Communicate closely across all collection stages

- Pre-Collection for a better connection with a proactive approach**
 - > **Email:** personalised and professional low cost reminders
 - > **SMS:** stands out from communication noise
 - > **Push notifications:** sending gentle reminders directly to debtors' mobile
- Soft Collection: use communication to build bridges**
Effective communication and a balanced approach are crucial for financial institutions to improve debt collection strategies and maintain positive relationships with debtors.
 - > **Textual contact:** emphasise empathy and support with emails and SMS messages
 - > **Call to collect:** use personalised phone calls to address complex situations
- Late and legal stage: challenger approach**
Use AI predictions to identify optimal exit strategies and guide assertive actions
 - > **Demand letter:** protect your customers with a precisely written letter that emphasises the urgency of settling overdue debts to avoid possible legal action.
 - > **Phone calls:** use a firm tone of voice to emphasise the urgency of settling the outstanding debt to protect the client's financial health.

3

Engage your customers on their preferred channels

Customer-focused communication steps

- Hyper-personalisation**
Through the use of big data analysis, hyper-personalisation is an essential customer engagement strategy.
This delivers accurate, highly targeted, and relevant personalised communications to each individual debtor.
- Omnichannel communication**
Financial institutions can effortlessly customize interactions according to a customer's past behavior.
This approach enables personalized outreach to debtors through various channels such as SMS, email, chat, push notifications, and more.
- Optichannel excellence**
It elevates communication strategy by strategically optimizing each channel for maximum effectiveness.
Financial institutions use insight into customer behaviour to select the right channel to communicate the right message at the right time.

What benefits await the next level of communication?

- > Improved debt collection efficiency
- > Proactive and personalized engagement
- > Enhanced collection rates
- > Cost-effective resource allocation
- > Positive customer experience

4

Provide streamlined payments for better CX

Streamlined self-service apps in debt collection significantly enhance customer experience by providing flexibility and control over financial interactions, enabling real-time management on demand.

Essential elements of a self-service app

- > 24/7 availability
- > Universal web-app
- > Two-step authentication
- > Live chat
- > Real-time push notifications

Hey! It seems like there's a missed payment that needs attention. Let's work together to find a solution that works for you.

Reminder: Your outstanding balance of 100 EUR is overdue. Take action now to avoid further escalation.

Hi there! Just a gentle reminder that there may be an outstanding balance on your account. Take a moment to review and address if needed.

5

Protect financial portfolio and the brand reputation

Combining cutting-edge technologies with proactive customer engagement is key to protecting financial portfolio and brand reputation. Improve efficiency by educating customers and using data-driven approaches to reduce financial losses.

Key aspects of responsible debt collection

- > Collaborative problem solving
- > Preventive education
- > Trust building
- > Flexible communication
- > Transparent communication
- > Conclusion



Financial institutions are facing more challenging times than ever before in the current economic environment, particularly due to the increase in non-performing loans during recessions.

Early Warning Systems emerge as pivotal solutions, offering real-time insights into debtors that empower enhanced debt management.

Prioritizing customer-preferred channels optimises collection efficiency and enhances the overall customer experience. Additionally, the new wave of digital solutions, such as self-service apps, transforms financial interactions by providing real-time flexibility to debtors and boosting collection rates.

Summary, combining cutting-edge technology with proactive customer engagement leads the way for a customer-centric future in debt collection.

Conclusion

A 5-step guide to client-centric debt collection excellence outlined in this infographic is essential for next-generation client-centric debt collections. For a more in-depth understanding of these key drivers and their applicability to your business, download our latest white paper to explore this topic in more detail.

Download white paper
<https://www.loxon.eu/whitepapers/taking-debt-collection-to-a-whole-new-level>