

# PUT THE CUSTOMER AT THE HEART OF A COLLECTIONS STRATEGY

Here are 6 ways to deliver a customer-centric collection experience.



## TIP #1

### FOCUS ON WHAT MATTERS

Align quality assurance scoring methodology with the company's brand values and mission.



## TIP #2

### DEVELOP A CUSTOMER-CENTRIC MINDSET

Ask agents, 'If you were the CEO of the company, what would you do in this situation?'



## TIP #3

### GIVE AUTONOMY

Balance standards with autonomy so agents can have authentic, empathetic customer conversations.



## TIP #4

### DRIVE THE RIGHT BEHAVIOUR

Remove metrics and QA constructs that prevent agents from having natural conversations.



## TIP #5

### MAKE SKILL DEVELOPMENT EFFORTLESS

Train agents on active listening, mirroring, authentic empathy, questioning, negotiation, and assertiveness (not aggression).



## TIP #6

### HELP CUSTOMERS "OWN" THE SITUATION

Allow agents to help customers take ownership of a repayment plan instead of feeling that they have been forced into it.



## BY THE NUMBERS:

### WHY TTEC IS THE IDEAL COLLECTIONS PARTNER

**>35K**

daily collection and credit management interactions

**<25%**

Staff attrition and average agent tenure >3 years

**+25**

NPS and FCR7 of >96%

**80%+**

promise to pay kept rate

**<4%**

MAE (transfers)

**>25%**

workforce reduction over 3 years via identification and implementation of automation and process improvement solutions

Learn more with 4 Essential Tips for a Successful Collections Strategy

[LEARN MORE](#)