

# Data-Driven Collections Strategy

An American-based bank approached 2OS because they wanted to enroll more delinquent customers in deferral programs and payment plans.

## RECOMMENDATIONS

### Reduction in application length

The length of the questionnaire used in the application process for deferrals and payment plans was greatly reduced based on industry best practices in order to increase customer satisfaction.

### Estimation of lifetime value

Not only was the lifetime value of those enrolled in the programs estimated, but 2OS also analyzed their risk and any possible foregone revenue in the programs.

By implementing 2OS recommendations, the client was able to **increase process efficiency** and **improve customer experience**

## RESULTS

**\$5MM+**

loss reduction from 2OS recommendations

**13%** decrease in 18-month loss rates  
(down to 45% from 52%)

new approval rate **89%**  
in recommended strategy (up from 62%)

**29%** decrease in foregone revenue  
(down to 12% from 17%)

\*The results for approval rates, 18-month loss rates, and foregone revenue all refer to the impacts on delinquent accounts.

