Affinity Global

Connecting People with Solutions

Analytics & Technology

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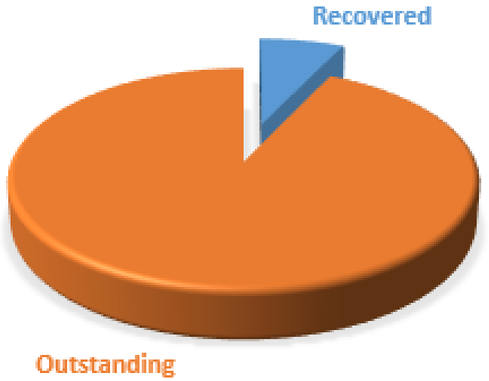
ANALYTICAL OVERVIEW

ANALYTICAL VIEW

Purpose

Did you know that an average of only 7% of all 3rd party retail debt is recovered annually?



- How can we identify that 7% ?
- What is the populous of that 7% ?
- Most importantly; How can we increase that 7% ?

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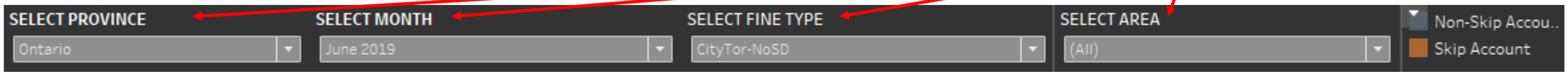
ANALYTICAL VIEW

Step 1: Data Points & Extraction

- Our updated reporting matrix is designed for real-time analysis of placements and liquidation results with interchangeable segregation options allowing for in-depth performance assessment

Inventory can be segregated based on fine type and specific location of the offence



Once the criteria is selected liquidation rates are auto-generated to provide current inventory statistics

Accounts	$ / Acc	Assigned $	Total Paid	Liq. Rate	Letters	Letters / Acc	Non-Skip Account	Skip Account
88,120	$556	$49,002,740	$223,883	0.46%	11,575	0	15,674	72,446

OB Calls	IB Calls	CN Calls	OB RPC	Contact Ratio	Collectible	Non Collectible	Paid in Full
175,952	1,441	0	232	0.13%	87,152	533	435

- The above example reflects a sample of assignments, specific to the clients scorecard measurement period, providing a live snapshot on performance and KPI data.

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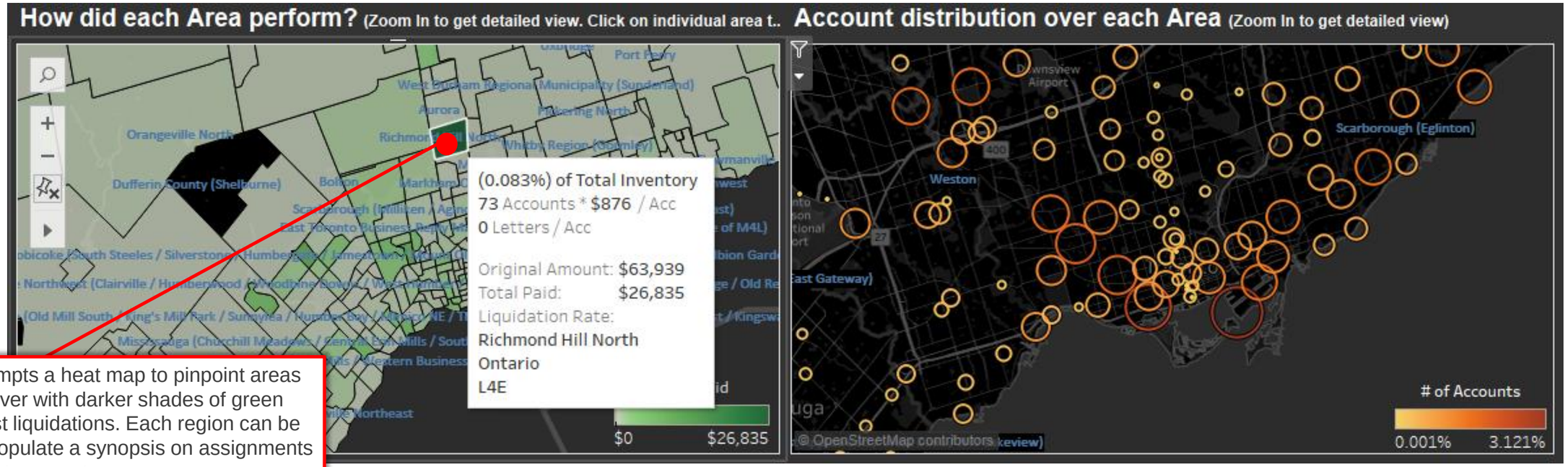
ANALYTICAL VIEW

Step 2: Data ‘Mapping’

- Using the criteria selection our analysis can be take a step further to identify the specific region in which the debt was incurred, and when combined with payment information can assist to identify regions with the highest propensity for resolution

- The below example reflects the combined recoveries (left) and assignments (right)

The circles on the right side represent highest assignments based on volume of inventory and assigned dollars.



The payer analysis prompts a heat map to pinpoint areas with the highest turnover with darker shades of green representing the highest liquidations. Each region can be selected individually to populate a synopsis on assignments and recoveries.

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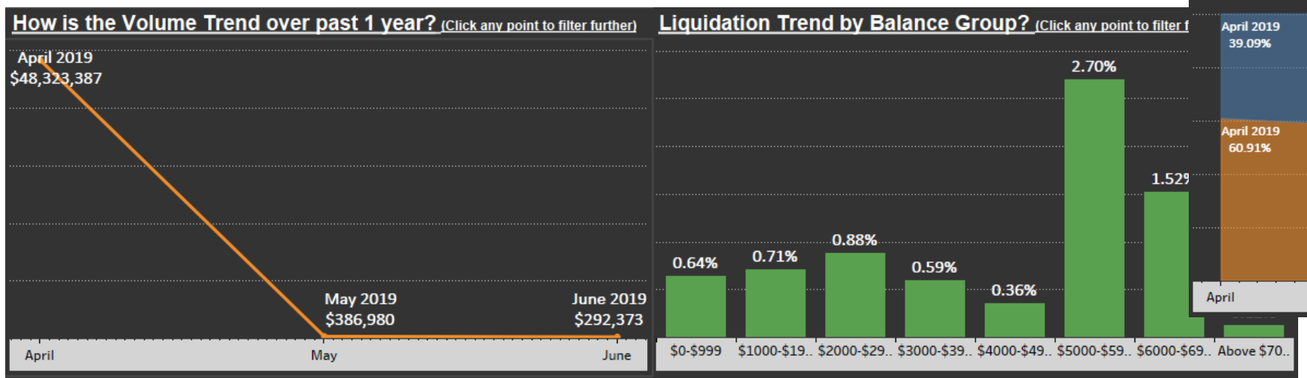
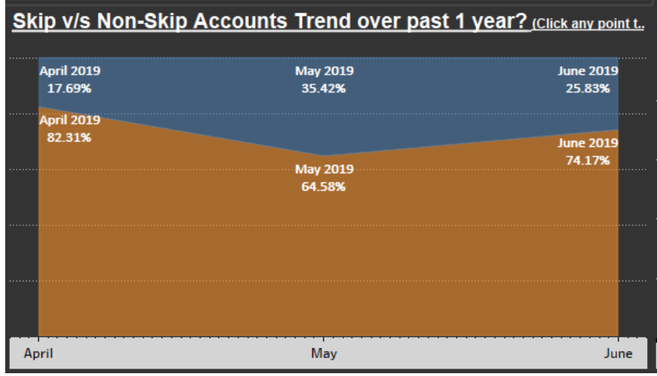
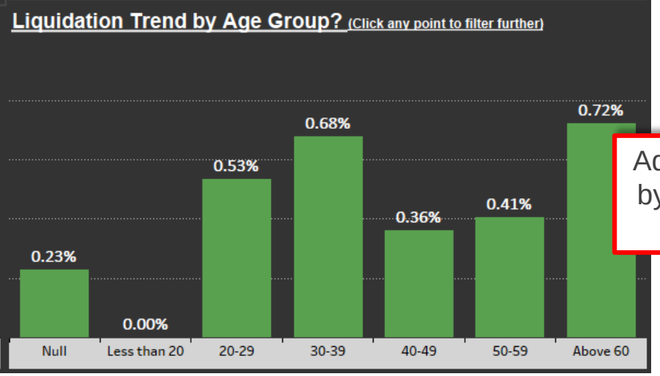
ANALYTICAL VIEW

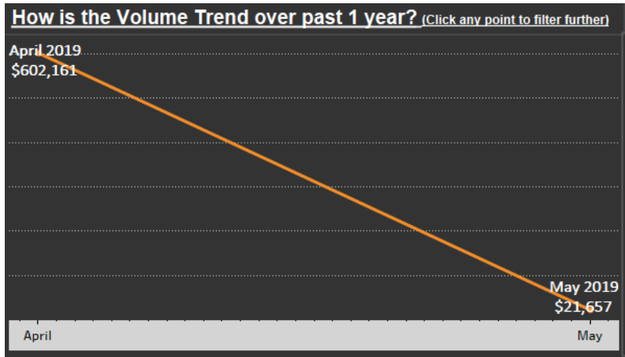
Step 3: Identifying Liquidation Trends

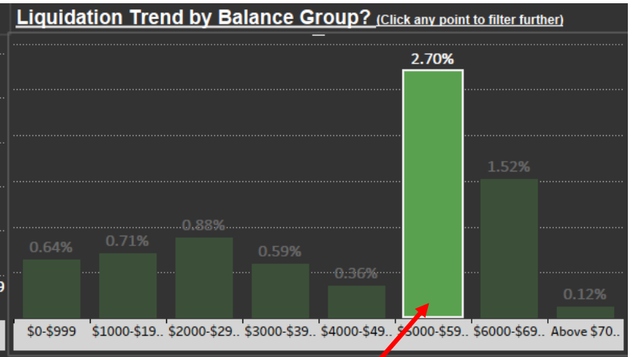
- Additional liquidation data is also pooled to provide trends based on assignment balance ranges, trace ratios and age demographics

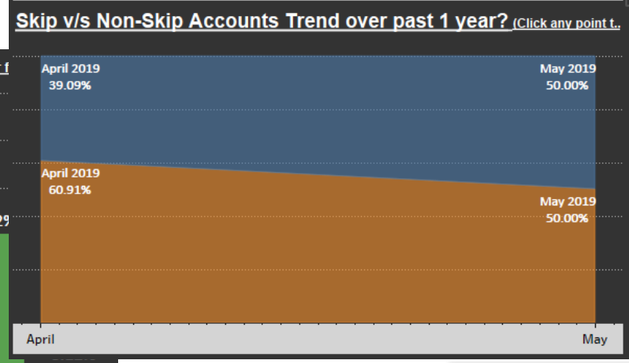


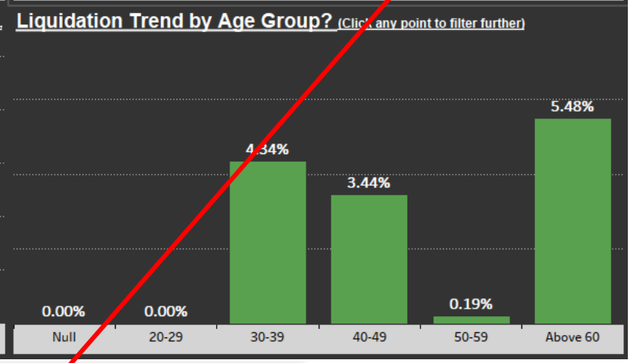












Selecting the specific balance range populates specific metrics within those values

Additionally, assignments are broken down by skip ratio and liquidations based on the customers age

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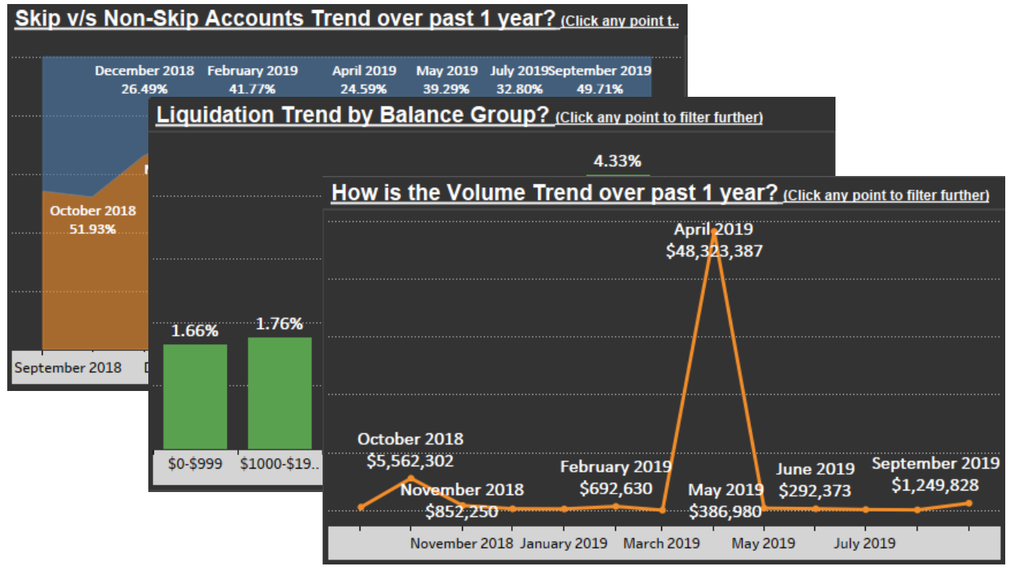
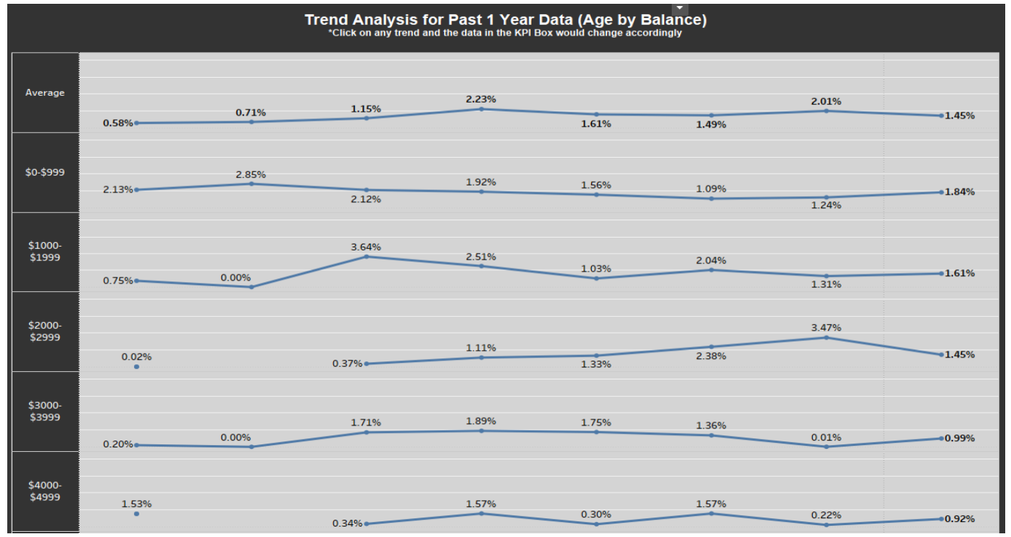
ANALYTICAL VIEW

Step 4: Assembling the puzzle

- Now that the data has been amassed, it is combined together to identify liquidation algorithms by overlapping various recovery statistics to pinpoint the accounts with the highest propensity for resolution

- This knowledge can then be incorporated into the dial and letter strategies to produce the most effective results thus increasing revenue while lowering overhead expenses





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ANALYTICAL VIEW

Step 5: Application

- Finally, taking the information obtained, we can now devise an action plan. The adjacent examples provides an example of our analysis in execution.

Before:

After:

Scenario: $50M in listings are placed by a client between three products (A, B & C) and of that, $42M of those assignments are customers in Ontario.

Goal: Identify & Strategize

- Applying the data extraction process we discover our best recoveries on this portfolio will come from:
  - Customers who own client product A
  - Who reside in Ajax and Whitby
  - Who owe $1,500 - $2,200
  - Who were born between 1975 – 1980

- Knowing this, additional treatment can be applied to accounts with similar criteria to maximize recoveries

- Furthermore, we find an area of opportunity; 3% of the listings are located in Fort Frances, ON ($1.5M), but we identify that this particular region liquidates Product B at 16% annually

- By applying additional efforts in our recovery strategy on this particular product within the region, we increase our recovery rate from 16% to 28%, an increase of over $400k annually

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TECHNOLOGY & STRATEGIC INNOVATION

TODAY’S ENVIROMENT - Automation

Building tomorrows collectors

Knowing our people

HINDSIGHT

+

Knowing our customers

INSIGHT

=

Predicting behaviors

FORESIGHT

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TODAY'S ENVIROMENT - Automation

Building tomorrows collectors

Our People:

- What traits does a senior level recovery agent possess that drives their performance?
- How do they sniff out the money?
- Ultimately, how can we more efficiently automate those skills, and build a collector?

Our Customer:

- Exactly who are our customers?
- What needs do our customers have?
- Ultimately, how can we more efficiently meet those needs by better managing our customer interactions ?

Goal:

- Identify top liquidating accounts
- Implement more strategic account penetration strategies
- Increase collector productivity, while decreasing overhead & downtime

Goal:

- Identify our customers utilizing available analytic information
- Connect with our customers
- Provide a more efficient, well rounded customer experience

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TODAY'S ENVIROMENT - Automation

Maximizing our Resources

- Once we have ingested the data & before initiating a connection, we first need to create an action plan that incorporates our collector knowledge and customer statistics together to strategize a work flow.
- Using historical data we can plot a course to optimize our recoveries, using tactics with proven historical success
- In this we consider:
    - Best contact channels (phone, email, SMS, post)
    - Best contact times
    - Call path options to maximize handle time and results
    - What interactions can be automated entirely

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TODAY'S ENVIROMENT - Automation

Maximizing our Resources

- Agent 'Skills' are designed, outlining specific traits or attributes a collector possesses. These skills are then assigned individually to representatives allocated to the portfolio.
- Some skill considerations include:
  - Alternative languages the agent speaks
  - Agent recovery statistics specific to the individual products
  - Agent compliance score

- Understanding the skill set of the collector, the type of customers we are interacting with, and their needs, we now need to identify how to complete the interaction to produce the best result.
- Using the data points available, customers are assigned skills based on similar attributes used for agents.
- Customer skills include:
  - Customer age
  - Customer location
  - Client product
  - Type of call (ie. Payment, balance inquiry, complaint)

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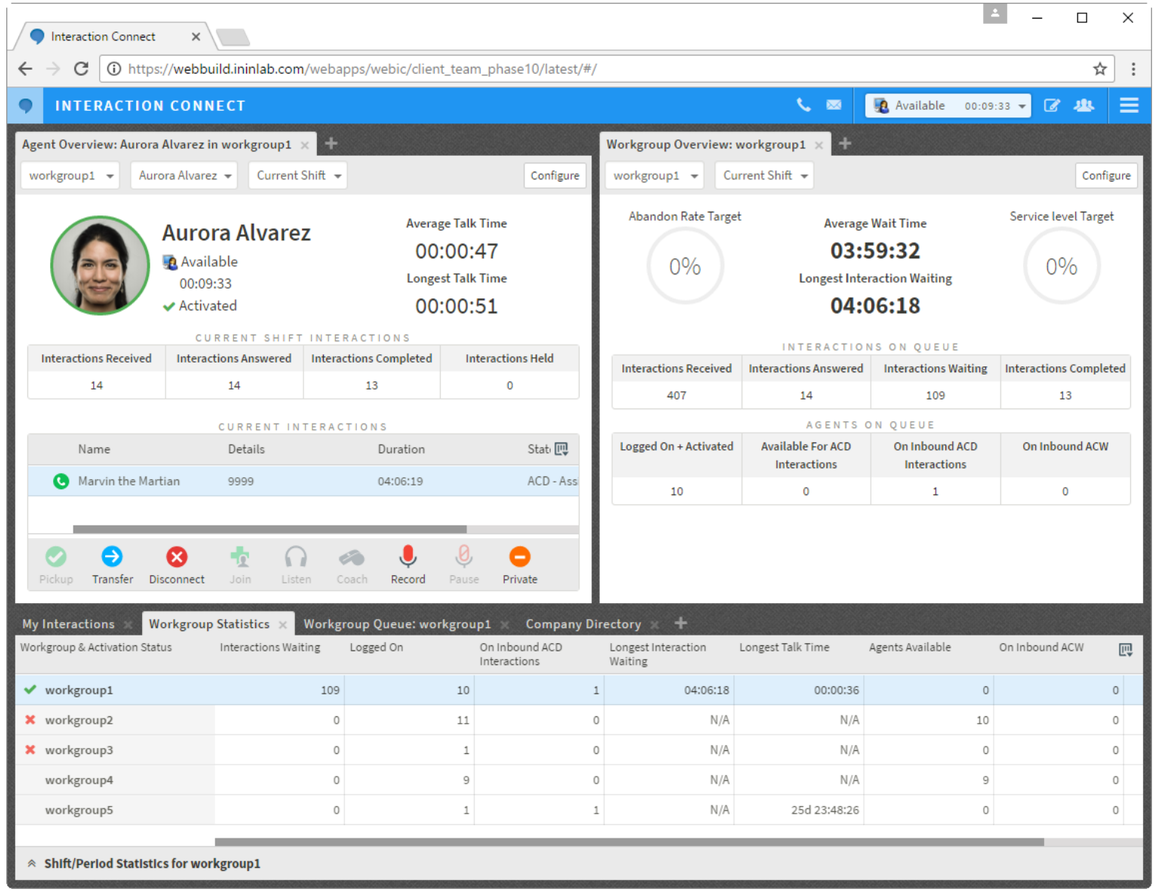
TODAY'S ENVIROMENT - Automation

Connecting with Customers

- Now that we understand our agents and customers needs, we customize our phone system to meet those needs
- Our comprehensive system allows for interaction optimization, using a single omnichannel desktop application. This means agents can manage multiple various types of communications at one time.
- When a customer calls in, their skills are compared against all agents assigned to the portfolio to produce a 'propensity for resolution score' to match the customer with the best available agent to meet their needs.



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TODAY'S ENVIROMENT - Automation

Connecting with Customers

Below is an example of a perfect contact connection using all of the previously mentioned data:

Scenario: Customer John Doe receives an SMS message regarding his outstanding ticket and calls the toll-free department phone number provided in the text message

- The Automated Attendant initiates the connection, offering Mr. Doe a variety of options specific to the client

- Mr. Doe selects the option to make payment. As this does not require live party intervention, the automated system directs him to the selected result and provides the information, alleviating agent resources

- While taking down the instructions, Mr. Doe has a question and selects the option to direct the call to an agent

- Before connecting the call, the system assigns Mr. Doe skills:
  - Age: 35
  - Location: Gatineau QC
  - Credit Score: 750
  - Client compliance level: 85%
  - Ticket type: Highway Traffic Act – suspended
  - Dupe Accounts: 1 – PCF – Status: Active

- Automation takes over and identifies 2 available agents

- Agent 1: Susan
  - Age 34
  - Location: Markham, ON
  - Language: French, English
  - Agent compliance score: 96%
  - Agent product recovery rate: 62%
  - Additional product skills: PCF, RBC, BMO
  - Agent call wrap-up time: <3 minutes

- Agent 2: Bill
  - Age 22
  - Location: Montreal, QC
  - Language: French, English
  - Agent compliance score: 92%
  - Agent product recovery rate: 34%
  - Additional product skills: N/A
  - Agent call wrap-up time: <3 minutes

- Both agents are scored and Susan receives a 95% while Bill receives 88%. The call is presented to Susan to handle based on her age in proximity with the customer, her compliance score and additional PCF skill set, allowing her to manage the dupe account

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TODAY'S ENVIROMENT - Automation

Improvement & Controls

- Once strategy has been solidified, there are 2 final considerations to be addressed:

    1. What controls do we have in place to ensure the best quality of interactions?

    2. How can we address ongoing improvement of the interactions and efficiency of the strategies?

- In sourcing the answer to these questions, we also have to additionally ask ourselves; How automation can assist with this? and, Can we predict the outcome of an interaction and provide tools to agents to guide to the desired outcome?

Manage
teams & tools

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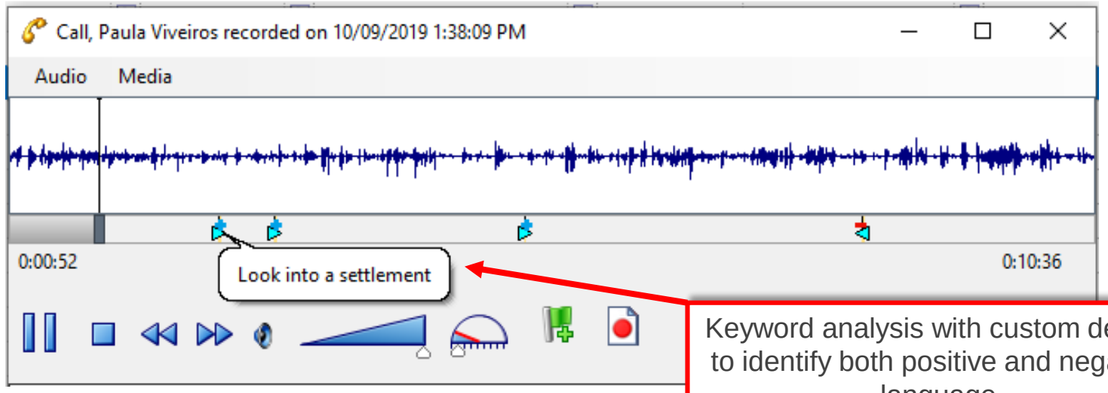
TODAY'S ENVIROMENT - Automation

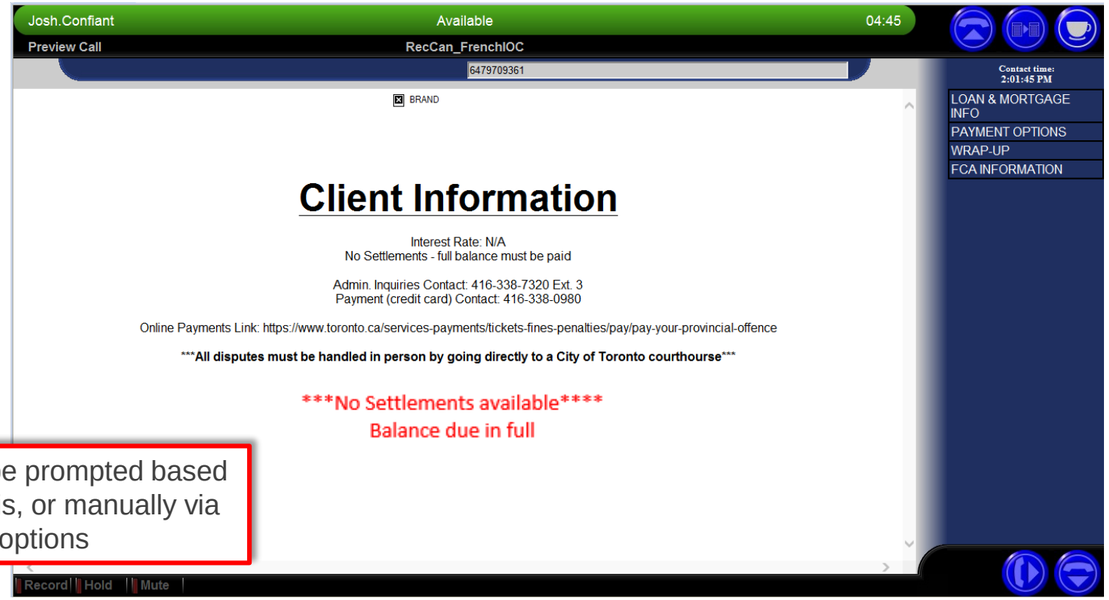
Improvement & Controls

Key Word Analysis:

- Our innovative Quality Assurance software provides the ability to input key words & phrases which can be auto-identified in real time during the conversation with the customer through speech analytics.
- This provides 2 levels of functionality:
  1. Immediate agent corrective action or if necessary interaction takeover
  2. Provide live coaching points to agents via the dialer application to assist them in guiding the call



Keyword analysis with custom design to identify both positive and negative language



Help options can be prompted based on speech analysis, or manually via built-in options

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Affinity Global

Headquarters
1490 Denison St.
Markham, ON L3R 9T7
Canada

2055 Peel St, Suite 100
Montreal PQ H3A 1V4
Canada

USA Headquarters
5440 N Cumberland Ave Suite 300
Chicago, IL 60656-1490 - USA

33 Dodge Road Suite 100
Getzville, NY 14068 - USA

81 Oxford Street
London W1D 2EU
United Kingdom

Edificio Dorado Mall
Centro Comercial El Dorado Mall
Segundo Piso, local 6 and 7
Ciudad de Panama, Panama