ACQUEON

USE CASE: Acqueon for Collections & A/R

It may not be seen as the most exhilarating functional area, but many businesses would argue Collections, A/R & Recovery is one of the most critical. Mistakes, delays or missteps have detrimental impact on cash flow — even one serious Collections mishap (or multiple inefficiencies over time) can lead to serious revenue challenges.

70% Reduction in dials by Collections teams using digital outreach channels (Genpact)

THE TOP PAYMENTS & COLLECTIONS CHALLENGES
(as described by our Collections customers)

Collections BPOs and internal-teams need a strategic partner to help them implement next-gen, leading-edge technology modernize processes, outreach strategies and ultimately, improve collection rates/KPIs.

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Too many payments are delayed so our cashflow situation is usually lagging.

Late payments drag down our Total Time to Collect results- we're dealing with delays in revenue and too many files that just get written-off. It's a vicious, defeating cycle.

Right now our write-off percentages are high, which means our company's overall revenue is too low— it's reflecting poorly on our agents and the Collections team. Hard to keep morale high when we're not hitting our rev targets.

At this point we have so many databases plus a CRM storing info and they all get updated separately. Our campaign targeting isn't 100% accurate so customer experience is suffering.

Without a comprehensive view of our customers, we can't predict the next best action for their account, which reduces total payments collected AND Customer Retention.

COLLECTIONS BPOS USE ACQUEON TO MODERNIZE THE COLLECTIONS PROCESS

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

1) An advanced Campaign Manager powered by:

2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).

- Enables outbound omnichannel (e.g. voice + digital) campaign management
- Massive positive impact on customer experience w/ personalized messages
- Reduces manual workload; staff can quickly filter by demographic criteria & automate targeted campaigns
- Includes predictive models to determine Next Best Action
- Easy to setup/use Reports & Dashboards
- Built-in comprehensive Compliance Suite for complete compliance adherence

BENEFITS OF USING ACQUEON FOR COLLECTIONS & A/R

- ✅ Identify/address "at-risk" payments before delinquency occurs
- ✅ Pair advanced segmentation w/ soft or aggressive contact methods (ex- days past due buckets)
- ✅ Reduction in File Write-offs
- ✅ Shift to empathetic & effective interactions using ai-powered intelligence (Real-time Agent Coaching, Guidance & QM)
- ✅ 360-view of Payment Lifecycle

VERTICALS/INDUSTRIES USING ACQUEON FOR COLLECTIONS & A/R

- Banking & Financial Services
- Auto-Finance Companies
- Healthcare (Providers & Systems, Payers & Revenue Cycle Management
- Medical Insurance
- Government (Fed, State, Local)& Public Sector
- Utilities
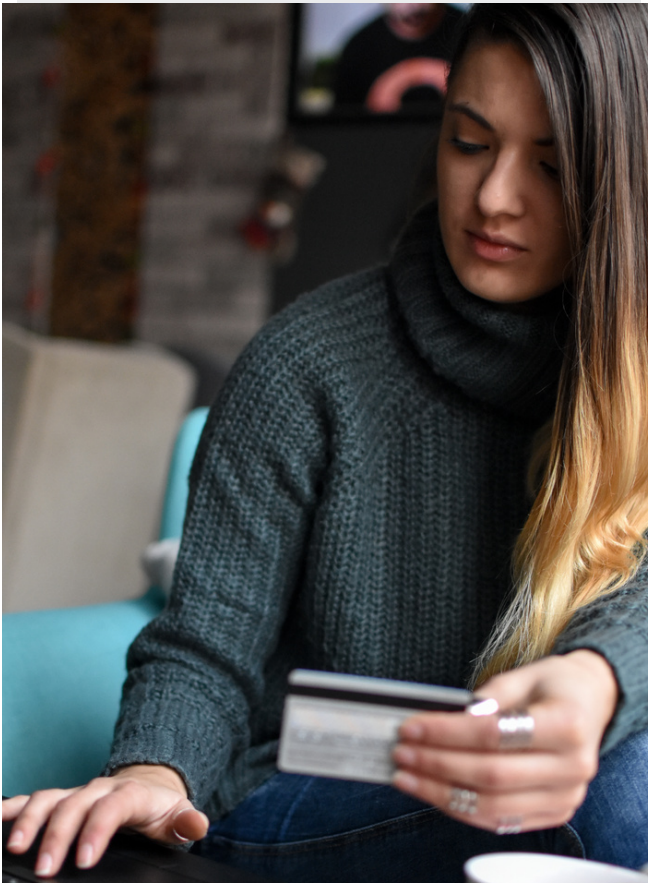
RESULTS & OUTCOMES: HOW COLLECTIONS & A/R TEAMS ARE MEASURING SUCCESS

Success is defined differently at every company, but most of our payments & collections customers measure similar KPIs. Based on typical outcomes, here's how using Acqueon has improved success KPIs for our customers:

- **+35%** Time to Receive Payment
- **+29%** Customer Satisfaction (CSAT)
- **+4%** Total Revenue Collected
- **−3%** Total Files Written-Off
- **−21%** Promise to Pay (PTP)

WHY ACQUEON?

1. We're proven to help Payments & Collections teams maximize the full potential of every customer conversation & quickly shift from primarily reactive to highly effective PROACTIVE customer and patient engagement

2. Acqueon Engagement Cloud is the leading Conversational Engagement platform for customer/patient engagement @ large/mid-size Enterprises and Collections BPOs (customers using Acqueon for Collections include include US Bank, Toyota Financial Services, Volkswagen Financial Services, Dish Network & more)

3. Integrates w/ all leading on-prem & cloud Contact Center solutions (plus Salesforce & virtually all CRMs, EHRs & Systems of Record)

4. Offers **built-in** Compliance (so you don't have to worry about DNC and the long list of rapidly morphing/growing Federal/State regulations)

5. Offers **built-in** Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more **AND** get to YES-outcomes more!)

Outperform Collections Goals: Use Acqueon's Conversational Engagement Platform for Proactive Collections & A/R.