Driving better decisions to collect more debt

Introducing Optimising Collections

Experian™
Decision Analytics

Debt collections management has shifted to a front-line profit driver as organisations realise the huge impact collections operations have on their financial results. However, achieving your financial goals while balancing management policy, operational constraints and regulatory requirements is a complex challenge.

**Increased sales and revenue
European Media Company**

Experian's Optimising Collections solution applies mathematical algorithms to arbitrate between the client's 60 competing offers per week across different communication channels.

Sales have increased by 10-14 percent with the same fixed marketing and software spend and customer revenues have increased by 35 percent through increased effectiveness and efficiency of activities. Also, the company has experienced additional monthly sales of 8,000 compared to business as usual.

Smarter strategies for optimal collections

Experian's Optimising Collections solution optimises the performance of every customer interaction by identifying the ideal set of actions for each individual. Using a mathematical process to generate strategic decisions, Optimising Collections maximises value across the collections life cycle.

Market to your customers with control, speed and insight

Providing a deeper insight on every customer, it enables organisations to accurately optimise campaign strategies through customer-level decisioning across diverse media channels and competing product lines, to deliver the offer that's just right for each recipient.

With Experian's Optimising Collections, you can:

- Easily identify the best action for each customer
- Experience return on investment (ROI) shortly after deployment
- Increase up-sell and cross-sell opportunities
- Drive new customer acquisition through objective credit allocation

- Maximise portfolio profit and mitigate risk exposure with greater precision

Why Experian?

- 30 years' experience in enriching customer data and building meaningful analytics
- Deep market understanding, global reach and experience
- Market-proven expertise in analytics, software and best practices
- Clients in more than 90 countries with many offices worldwide

Experian Decision Analytics offers more than three decades proven expertise in enriching customer data and building meaningful analytics to help organisations grow profitable customer relationships.

Find out how you can maximise profits across a large number of customers, offers and channels while managing your day-to-day business by visiting www.experian.com.

Managing customers more effectively and efficiently

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