

Build vs Buy:
DIGITAL CUSTOMER
ENGAGEMENT
FOR DELINQUENT CUSTOMERS

Efficiently scaling customer communications requires investment in digital transformation. Let's look at the differences between building in-house engagement programs versus working with a partner in three of the most crucial categories for businesses:

- EFFECTIVE DIGITAL SOLUTIONS
- PERSONALIZATION AT SCALE
- DELIVERABILITY



Effective Digital Strategy is More Than Sending Email

IF YOU **BUILD IT** YOU:

- Need expertise in digital optimization, data science, deliverability, digital experience, etc.
- Have total control over the customer experience
- Lower your risk of vendor “lock-in”

IF YOU **BUY IT** YOU CAN EXPECT:

- Specialized digital communications expertise
- Best practice knowledge base
- Technology solutions ready to implement rather than in-house teams building from scratch

THE **RETAIN** DIFFERENCE

- Improved, digital-first engagement with a track record to prove it
- Best-in-class delivery and deliverability rates
- Designed to engage customers better, leading to more effective outcomes

Customer Preferences & Personalization at Scale

IF YOU **BUILD IT** YOU MUST:

- Implement and automate email and/or SMS messaging
- Develop data modeling or digital optimization to engage with customers in preferred ways
- Adapt as customer preferences evolve

IF YOU **BUY IT** YOU CAN EXPECT:

- Digital optimization as an integral part of developing and delivering customer communications
- Ability to scale customer communication practices without adding more in-house headcount

THE **RETAIN** DIFFERENCE

- Patented optimization engine informed by more than a million customer engagements
- Determines the right channel and right time to send your messages to reach the most favorable outcomes

Measure Deliverability with Actionable Outcomes

IF YOU **BUILD IT** YOU MUST:

- Determine if communication will be through email, SMS, or both
- Develop specific strategies for each channel and stay on top of best practices to ensure message delivery
- Dedicate a team to stay on top of monitoring, adjusting, and maintaining relationships with ISPs and SMS carriers
- Make sure federal and state regulations are being followed in strategy and implementation

IF YOU **BUY IT** YOU CAN EXPECT:

- Options for email, SMS, or a mix of communication channels to engage with
- Solutions built with delivery rate in mind—but need to make sure deliverability is tracked as well
- When buying, your company must do its due diligence to ensure every third-party vendor is compliant on all email and SMS regulations

THE **RETAIN** DIFFERENCE

- Seamless integration with your systems to keep you apprised on deliverability and engagement
- Dedicated Email Operations and Deliverability Team proactively monitors and makes adjustments, assisted by our patented optimization engine
- Fully compliant SMS functionality at scale including opt-out reporting for your consent management

Start engaging customers more efficiently
and effectively by scheduling a consultation today.

About Retain

Retain by TrueML Products is an intelligent delivery platform that leverages a patented optimization engine to determine the optimal time and channel to deliver the client's communications within the confines of the compliance requirements outlined by the client.