

Retain

TrueML Products

Top 10 Bank Sees 1000 BP Roll Rate Improvement Using Retain for Delinquency Communications

The Situation

A top 10 bank was struggling to keep up with the growing wave of early-stage delinquencies across various products within its portfolio. Hiring additional call center agents was costly and logistically difficult to implement. The bank was concerned about the cost of supplementing its in-house efforts with a full-service calling-based agency.

Ultimately, the bank needed to quickly boost the productivity and profitability of its existing call center. The bank had basic email delivery capabilities, but no comprehensive digital strategy guiding the optimal timing and channel for customer engagement or ability to scale.

The bank knew it was time to step up their digital communications to reach more customers early, or risk having more customers roll into the next stage of delinquency.

The Solution

Retain by TrueML Products is an intelligent delivery platform that

leverages a patented optimization engine to determine the optimal time and channel to deliver a client's customer communications—the much-needed solution to the bank's challenge.

Using Retain, businesses can improve customer relations through the recovery process by communicating their message through the right channel at the right time to engage better—a feat not possible with one-size-fits-all digital outreach strategies.

Retain immediately appealed to the bank's leadership as a solution to their challenges:

- **A client-branded platform** operated by the bank, rather than a third party
- **Infinitely scalable** to meet any level of delinquency volumes easily and cost-effectively
- **“Plug and play” performance** powered by Retain's patented optimization engine with no slow, manual performance tuning required
- **A superior customer experience** facilitated by relevant, digital communications to each customer

Excited by the potential fit, the bank signed an introductory agreement with Retain to test its effectiveness in managing delinquent customer communications and with a goal of reducing the number of accounts going further past due.

The Results

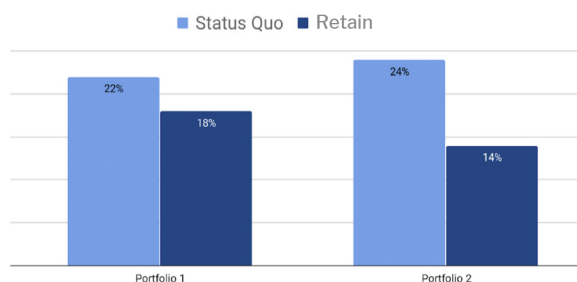
Within 60 days of launch, the bank saw an immediate reduction in roll rates: an average **890 bp decline** in roll rate across products. Leadership approved a **6x increase in account volume** assigned to Retain.

Over the coming months, the gains were not only sustained for the bank, they actually improved as Retain's optimization engine continuously improved "under the

hood" and provided the bank with more data insights to further enhance their customer communications.

Ultimately, the bank saw a significant and sustainable benefit when compared with their in-house strategy across product lines (up to a **1000 bp decrease** in roll rate).

Roll Rate by Product Line (120 Days Post-Launch)



“We’re delighted with the transformational results Retain drove for us,” said a bank operations representative. “It underscores our commitment to providing a customer-friendly experience, even when managing challenging situations like delinquent accounts, while supporting our business goals.”

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. Visit www.GetRetain.com for more information.

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