

Integrating Your Phone-Based Operations with Retain's Digital Outreach for Optimal Engagement

In today's increasingly digital world, many businesses are turning to digital channels for customer communications, but there are cases when non-digital communications are required or would produce better engagement.



How do you identify these cases? And how do they fit into your overall customer outreach strategy?

While Retain by TrueML Products first-and-foremost offers an effective tool for automating digital communications at scale, the data insights collected through its machine learning process can be used to build an effective multi-channel strategy to engage even more past-due customers.

Leveraging Retain's intelligence, you can determine when non-digital communications may be required and inform your calling operations with strategic dialer files. Common reasons for making phone calls after initial digital outreach include:

Non-responsiveness to digital channels

Customer opt-outs or unsubscribes

Cycle-based on days past due

With Retain's dialer files generated from digital engagement data, you get a roadmap to which accounts need a human touch and when they may be most likely to engage. Instead of wasting resources on calling delinquent customers at scale, you can determine which accounts to engage with a phone call and allocate your resources accordingly.

If you're looking to optimize your overall customer communications and engagement, Retain can help you build an informed multi-channel operation by integrating your digital and phone-based operations into one cohesive engagement strategy, setting you up for collection success.

**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 machine learning 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.

Retain
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