

# Pega Collections for Financial Services

A digital experience to revolutionize the collections journey

Pega Collections™ offers a unique combination of personalized, dynamic case management, digital outreach, rules-driven automated processes, and real-time decisioning to help customers resolve debts, optimize money collected, and reduce the number of contacts needed to drive cases to resolution.

Using the advanced technology of Pega Collections, representatives can personalize each customer interaction and dynamically recommend optimal payment plans, while remaining compliant with business-defined risk policies. The result is consistent, compliant interactions across multiple accounts and channels that allow lenders to be customer-centric while increasing collection rates and operational efficiency.

Built on the Pega Platform™, the application provides pre-built service components and wizards to accelerate deployment. Easily configured, these components offer maximum agility so you can rapidly capture, execute, and adapt your best collections strategies.

- **Deliver relevant offers**

Apply analytics to recommend relevant customer treatments in real time, based on factors such as customer value, payment history, and interactive customer responses.

- **Engage with customers across all channels**

Offer seamless service with Pega's omni-channel user experience, both digital and traditional, personalizing the interaction to the channel or device without any loss of context.

- **Reduce AHT**

Replace data overload with a dynamic desktop that uses the context of each interaction, delivering relevant dialogue, knowledge content, data, and actions for each user, supporting one-to-one relationships in real time.

- **Maximize deployment agility**

Build and deploy Pega processes on the cloud or on-premise and move transparently between these environments.

## Challenge

Collections departments are challenged with minimizing losses and controlling costs while delivering a sensitive service experience that retains valuable customers. Manual tasks and disjointed collections systems lack the intelligence and agility needed to instantaneously deliver customer-centric experiences, increase collections success, and reduce costs.

## Solution

Pega Collections provides lenders the ability to engage customers with personalized, responsive service while accelerating collections rates, ensuring compliance, and reducing operational costs. Only Pega combines intelligent process automation with adaptive analytics for real-time decisioning to streamline collections from end to end.

## Optimize the value of each interaction

- Omni-channel management lets you connect with customers whenever they want and wherever they go – across online interfaces, chat and chatbots, mobile devices, and social networks – without losing context.
- Predictive analytics and adaptive decision management anticipate needs, recommending the next best action or relevant payment offer to the customer in real time.
- Standards-based integration with legacy systems provides a complete, real-time view of the customer, eliminating business silos that create inefficiencies and compliance issues.

## Scale collections operations efficiently

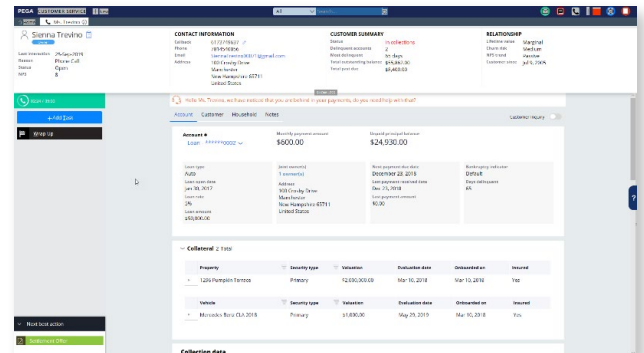
- Rules-driven processes consistently employ risk strategies and regulations during the customer conversation, regardless of the channel chosen or representative skill sets.
- Automated monitoring tracks payments against a promise or payment plan, incorporating payment behavior into contact strategies and process guidance.
- End-to-end automation ensures tasks are managed in accordance with service policy, including queuing, skills-based routing, and escalation based on service-level agreements and prioritization.
- Advanced knowledge management provides the most relevant information to the user with minimal configuration or searching.

## Maximize visibility and control

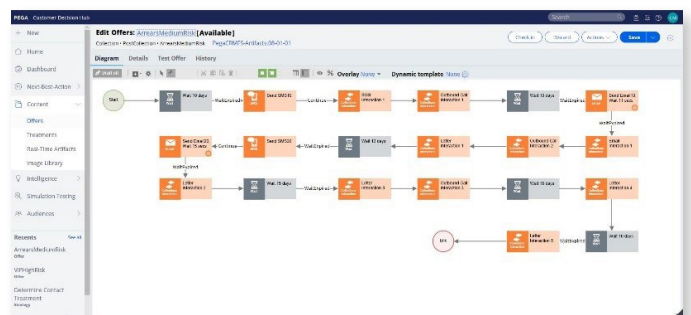
- Unlimited campaign treatment analysis and deployment, as well as real-time feedback on the success of treatments, improve portfolio penetration rates.
- “Self-learning” models leverage adaptive analytics and previous actions in the collections process to automatically apply strategy refinements during subsequent interactions.
- A complete audit trail tracks all activities for tight control.

## Deploy rapidly and continuously adapt

- Pega's reusable capabilities let you share application assets across products, lines of business, geographies, and channels.
- Intuitive wizards guide the strategy manager to rapidly create new personalized outbound contact strategy to optimize the outcome for both the bank and the customer.
- Familiar tools make it easy to update processes, rules, interfaces, and other components without writing any code, facilitating rapid response to new opportunities and changing regulations.
- Pre-defined, easily configured processes, rules, object and data models, interfaces, and other application assets minimize implementation time.



Customer view



Digital strategy creation