

Case study: Top 10 US Bank

Radically simplifying existing collections and recovery processes

Client

This technology-focused financial services company ranks among the 10 largest US banks and is also in the highest echelons of the Fortune list of "100 Best Companies to Work For."

Challenge


With several different collections and recovery systems across its lines of business, the bank was wrestling with unnecessary operational complexity and cost. The patchwork included a no longer-supported system from a business acquisition, limited collections functionality in the bank's account management host, and homegrown legacy software.

As the company prepared to transition from onprem to cloud computing, it searched for a simpler approach to collections and recovery that would provide more power and flexibility, reduce operating costs, and be much easier to support and maintain.

Solution

The Debt Manager OTB solution, known for deep domain knowledge and lifecycle best practices.

The solution search ultimately narrowed down to two very different approaches:

-  Build a collections and recovery application on top of a leading cloud-based CRM platform
-  Configure C&R Software's Debt Manager, the world's leading cloud-native, end-to-end collections and recovery platform

The bank chose the Debt Manager OTB solution, citing these top reasons:

The CRM platform had great lowcode tools, but building the functionality needed for collections and recovery would be costly and time-consuming. Bank decision makers were hesitant to start the project, as they felt the platform provider lacked domain expertise.

Debt Manager came OTB with deep domain knowledge and lifecycle best practices built into templates, starter rulesets, and workflows. The software would be fully configurable by business users including omnichannel contact strategies, data model, dynamic UI elements, event-driven triggers, compliance framework, and reporting. C&R people had decades of collections and recovery experience – especially with banks – and flexible implementation options would facilitate knowledge transfer.

Debt Management in numbers



Used by **4 of the top 5 UK Banks**



Used by **6 of the top 7 US financial institutions**



Over **\$4 trillion** managed on Debt Manager

Agile implementation achieving early ROI

Debt Manager was deployed on the AWS cloud, with all software configuration performed by the bank's project team with C&R guidance. Agile implementation methods produced cumulative value in 2–3-week sprints, impressing bank executives with early ROI. Leveraging functionality and feedback from initial sprints enabled the team to move quickly into new sprints even as they continued to enhance previous work.

The results

Within 10 months, Debt Manager went live for the first lifecycle area. Subsequent implementations took only 3–4 months each. Within 18 months, Debt Manager was the single collections and recovery solution for most of the bank's lines of business.

Simplifying software while supporting the legitimate complexity of business

By moving collections and recovery to the cloud, the bank simplified operations and saved money. With a single modern solution performing all the functions previously handled by multiple systems, licensing fees and consulting costs have shrunk. And technical support can now be handled by a smaller internal team. What hasn't become simpler is the way the bank runs its business.

The C&R implementation team said the company has some of the most complex, sophisticated rules-and-analytics-driven customer treatment strategies in the industry. Also, while lines of business and lifecycle decision areas share a common framework for these treatment strategies and reuse decision elements such as data, rules, and model scores, they also have their own requirements and processes. These layers of complexity had to be retained and accommodated in the drive toward simplification.

Debt Manager was a good choice because the ease with which it can be configured—and 100% of the software is configurable—enabled the bank to meet these diverse requirements without lengthy, costly customization efforts.

Collaborating with business experts across the enterprise, the bank's implementation team was able to rapidly configure any type and mix of decision rule, action trigger, workflow, UI, and report, while injecting the bank's own analytic models into any step of business processes.

Why doing collections and recovery on a CRM platform may not be the way to go:

It might seem like an obvious step to build a collections and recovery application on a CRM platform. These platforms are enabling companies to efficiently address many aspects of the customer journey, from first sales contact through renewals and upgrades.

But collections is a different matter altogether. It deals with intricacies like payment scheduling/splitting and backdating, interest calculation and adjustments, nonsufficient funds (NSF) and broken promises management, fees, settlements, affordability, loan workouts, bankruptcies, deceased parties, disputes, litigation, fraud, loss mitigation, and more. It's also far more subject to regulatory oversight.

Building a CRM application layer to handle all lifecycle functions smoothly—while delivering an outstanding, regulatory-compliant customer experience—is a huge challenge, especially if you don't have access to enough domain expertise. For most businesses, it makes more sense to start with a fully built-out solution, already shaped by industry knowledge and best practices. From there, go ahead and configure any aspect of the software to meet your own unique needs.

To achieve operational simplicity without compromising business complexity in collections and recovery, visit www.crsoftware.com, email inquiries@crsoftware.com, or please call:

Americas: (toll-free) +1 888-672-0610 or +1 571-94 6-1919

EMEA: (toll-free) +44 808 189 5054 or +44 20 3868 4022

India: +91 8071 279 926

Australia: +61 2 5610 5151