

3 REASONS WHY DEBT COLLECTORS WANT EMAIL DATA

Email has become a popular form of communication and can hold a consumer's shopping, spending, and important notices. As a collection agency, it's time to leverage this preferred channel to reach borrowers far and wide.

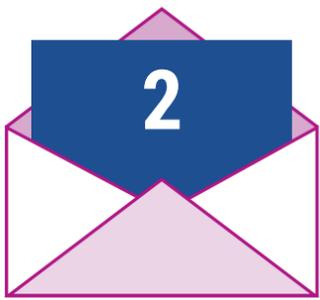


60% of organizations say maintaining high-quality data helps increase efficiency. With quality data, you can collect more and faster.



There's a paper trail of real-time communication.

With collection notices delivered via email, collectors can reference the emails to analyze how many times they tried reaching the consumer, and with what message, before they engaged and paid back the money owed.



Email is accessible on the go.

Today, mobile phones allow consumers to access email wherever they are. This means that collectors have the chance to connect with their consumers at any time, without bombarding them with calls.



There's a chance to personalize communication.

Email has several advantages including personalizing messages and offers for consumers. Personalization provides a better and more seamless user experience throughout the collections process.



Quick tips on adding email data to a collections operation:

1. Determine if email data exists in your current database.
2. If you are missing emails, you can add them to your database.
3. For the emails you do have, verify them to ensure accuracy.

As a collector, now you can be confident your emails are effectively reaching each consumer.



Ready to effectively reach your consumers by email? Get quality email data today.

Get started.