

Case Study

Pinpoint – Pinpoint and Transfer



Product Line

Pinpoint

Product

Pinpoint and Transfer

Product Compliances

Standards of Consumer
Financial Protection Bureau
(CFPB)

Telephone Consumer
Protection Act (TCPA)

Fair Debt Collection Practices
Act (FDCPA)

Product Impact

Our Pinpoint product line allows clients to gain accuracy in the search and verification for consumer contact information.

Pinpoint and Transfer helps clients speak with and collect debt from people they could not contact otherwise.

Client Discussion

Our client is a group of collections attorneys concerned with achieving a return on high amounts of consumer debt. Collection attorneys are generally utilized in the collections process if agencies fail, or for higher debt balances. The client's name cannot be revealed due to confidentiality and security in a highly compliant industry.

Client Need

Our client needed to collect debt from consumers who may not be eager to pay the debt. Because they've reached a point past default, consumers may be less eager to speak with the collection attorneys. The ability to contact and speak with the right person is essential to negotiating a payment plan.

Client Challenges

At this point in the collections process, consumers may have dodged collection attempts, making it more difficult to initiate productive payment conversations. Because our client also abides by FDCPA laws, there was an additional layer of compliance needed for our client.

Our Solution

After extensive discovery and attention to our client's situation, we found that **Pinpoint and Transfer** is well-suited to our clients' needs.

For our Pinpoint and Transfer product, we find and confirm a contact number, initiate a call, and conduct a conversational transfer to the clients' agents.

Pinpoint and Transfer Process

To begin our Pinpoint and Transfer process, we receive a file of consumer identification information from the client—we keep this information confidential throughout the process—and we search our databases for the most accurate contact number for the individual. We call the likely contact number and confirm that it belongs to the correct individual, using a series of compliant identity confirmation questions.

Once we confirm that the phone number belongs to the right person, we initiate a call and let the consumer know that we are transferring the call to the client's agents. From there, the client can discuss collection of the debt through payment plans, in a more conversational way that is less intimidating to the consumer than a cold transfer. The client collects more debt from consumers because our agents act as the bridge between the consumer and client.

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Results

Category of Figure	Client's return figure	Client's return (%)
Rate of Warm Transfers	60-70% of verified hits	22% of listed accounts
Return on Investment	\$1.02 million	1275% of investment
Annualized ROI (for 2 years)	\$1.02 million	270.81% of investment

First, we verified an estimated 33% of the listed accounts. By successfully transferring an average of 60-70% of the verified hits, we achieved an average verified transfer rate of 22%.

Our client provided an estimate of \$1.1 million to be collected on the accounts we transferred.

We billed our client \$80,000 each month. Because the client will collect at least \$1.1 million as a result of the services we performed each month, our client's return on investment will be 1275%. For each dollar spent on Accutrac's services, the client collected \$12.75 in additional revenue.

Because our client will not collect the \$1.1 million immediately, we estimated the return to happen gradually over the course of 2 years. These numbers are conservative estimates, accounting for the possibility of not being paid the debts in full. If the conservative amount of \$1.1 million is collected over the course of 2 years, the annualized ROI for the client is 270.81%.

These results were achieved consistently for the client throughout 2016.

Information

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