



## World's Largest Conferencing Service Provider | CASE STUDY

To address their collections challenge, the world's largest conferencing service provider relied on West Notifications Group's automated Payment Reminder application.

### OBJECTIVE: Reduce Collection Costs

The largest conferencing service provider in the world specializing in conference communications needed to reduce collection costs and improve the efficiencies of capturing aged receivables as part of their overall strategy to continually refine processes and enhance the customer experience. As a financially responsible business, the conferencing provider understood that effective management of the billing and collections process was critical to its long-term financial health. The company's main challenge was to quickly reduce the time to collect payments and maximize existing resources while maintaining superior customer service. The conferencing service provider chose to team with West Notifications Group to address their collections challenge.

### THE WEST NOTIFICATIONS GROUP SOLUTION: Proactive Notifications

To address their collections challenge, the conferencing service provider relied on West Notifications Group's automated notification solution. West Notifications Group suite of applications includes an automated Payment Reminder application that the conferencing service provider was able to integrate into its collection process. This personalized and interactive notification would remind customers about late or pending payments as well as provide them with immediate access to make a payment or inquire about their account.

The largest conferencing service provider was able to create unique notifications for each customer that included the customer's name, their debt information and the payment due date. With proven automated notifications success metrics, the conferencing service provider was optimistic about realizing a quick return. True to West Notifications Group's promise, the conferencing service provider was up and running within days. With direction from a dedicated project manager, the conferencing service provider received all of the information necessary to launch its first delivery of Payment Reminder notifications within 48 hours.

With a pre-defined call flow based on industry best practices, secure processes to post customer data and a dedicated support team, the conferencing service provider quickly deployed the Payment Reminder solution and began realizing an immediate return on investment.



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## THE RESULTS: Reduced Collection Costs and Annual Revenue Protected

With West Notifications Group's Payment Reminder application, the conferencing service provider proactively reminded customers about their pending or past-due invoice(s) and provided them with an option to transfer from the notification to a live agent for immediate payment processing. The largest conferencing service provider was able to reduce collection costs and protect annual revenue with West Notifications Group's proven solution.

By adding the Payment Reminder application to the collections process, the conferencing service provider has achieved the following results:

- \$37,500 per hour in collections of outstanding payments over a four-hour period by providing customers instant access to accounting to make a payment or ask questions.
- 93% increase in on-time delivery of payments by supplementing email/paper invoices.
- 15% reduction in day sales outstanding and defaulted accounts.
- 40% decrease in customer contact costs by reducing the number of accounts 50+ days past due.
- 93% increase in portfolio penetration of monthly past-due accounts and increased collector efficiency.

## WEST NOTIFICATIONS GROUP:

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit [www.westnotificationsgroup.com](http://www.westnotificationsgroup.com).



For more information contact us at:

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