



west

West  
Asset  
Management

# collection services

u t i l i t i e s

West Asset Management's Collection Services offer recovery on both pre-chargeoff and post-chargeoff accounts. Meeting your recovery goals, while still meeting compliance requirements is important to you, so West Asset Management's pre-chargeoff and post-chargeoff solutions provide a strategic approach that will meet all your needs.

## Meeting Your Goals.

Our recovery specialists' performance is measured by the following key performance indicators (KPIs): average handle time (AHT), utilization, promise to pay rate, kept rate and recovery rate. These KPIs ensure we achieve optimal recovery on your portfolio.

## Maximizing Recoveries.

Our collection services provide our clients with a strategic approach to collecting on delinquent accounts.

**Pre-Chargeoff.** We partner with our utility clients' internal operations to service delinquent accounts in the first party. We work with your customers to inform them about their delinquent account and educate them on the importance of paying on time. We handle both inbound and outbound calls, notice generation and payment processing. Our customer-focused collections approach for accounts in this stage of the debt continuum is designed to maximize recoveries and lower shut off rates, while retaining customers.

**Post-Chargeoff.** We work with our utility clients to provide collection services in the third party. We design, implement, manage and continually evaluate our treatment strategy to ensure our utility clients' portfolios receive optimal treatment. In fact, we use our proprietary and dynamic decision model, SmartSolutions<sup>SM</sup>, to ensure optimal analytics, scoring, treatment strategy and operational execution are applied to each portfolio. Our services include pre-collect, primary and secondary.

- **Pre-Collect.** We provide our utility clients with a treatment strategy designed to recover the bill from accounts in which service exists. We use a softer approach to help retain utility customers, while still collecting on the delinquent bill.
- **Primary.** We provide our utility clients with a more aggressive treatment strategy designed to recover the bill from accounts in which internal treatment and external pre-collect efforts have already been taken.
- **Secondary.** Our secondary service is designed to recover the bill from accounts in which primary efforts have already been taken. Consequently, we adjust treatment to place optimal treatment on these late stage accounts.



## Benefits of Choosing West Asset Management.

- **Experience.** With almost 40 years of experience in collections, we have the expertise to help you maximize your recoveries. Additionally, we have over 20 years of experience in customer care and 11 years of experience in first party collections. Our experience in these key areas allows us to provide a unique focus on maximizing recoveries, while improving customer loyalty and satisfaction.
- **Notifications Technology.** West's web-based user interface offers flexibility for your collections campaigns. This tool supports voice channel message delivery and configurable dialing rules. Simply log in to the user interface, select a campaign and then customize your campaign and view statistics in a self-service environment. The user interface features offer the ability to view campaign statistics, change the priority of your campaigns, schedule launch dates for your campaign, configurate calling windows and retry rules, throttle message delivery and deliver parallel firing of messages to multiple contact points. The user interface provides you with immediate access to the communication you have with your customers.
- **Recruiting & Training.** We carefully screen all of our applicants and evaluate their skills, professionalism and commitment. Once hired, team members receive extensive training on the utilities industry and how to collect pre- and post-chargeoff utility accounts.

Our recovery specialists are fully prepared to handle the unique aspects and requirements of utility portfolios. Our associates learn the best approaches to help customers understand their options and determine the best method of resolution.

- **Analytical Approach to Collections.** True analytics, scoring and segmentation give West Asset Management a competitive advantage on delinquent accounts. All post-chargeoff accounts will be processed through our SmartSolutions<sup>SM</sup> model to ensure optimal analytics, scoring, treatment strategy and operational execution are applied to your utility portfolios.

performance focused