



# PEGA COLLECTIONS FOR FINANCIAL SERVICES

Deliver valuable service while optimizing collections operations

## A PEGA FINANCIAL SERVICES DATASHEET

### Retain Your Most Valuable Customers While Minimizing Losses

Pega Collections offers a unique combination of personalized, dynamic case management, best-practice, rules-driven automated processes, and real-time decisioning to help resolve debts, maximize money collected, retain valuable customers and reduce the number of contacts needed to drive cases to resolution.

Leveraging the advanced technology of Pega 7, collections representatives can personalize each customer interaction, recommend relevant, optimal payment plans in real time, and be guided through the delivery of targeted risk management strategies. The result is consistent, compliant interactions across multiple accounts and channels that allow lenders to be customer-centric while increasing collection rates and operational efficiency.

Built on Pega's Build for Change platform, the application provides a host of pre-built, best-practice service components to accelerate deployment. Easily configured, these components offer maximum agility so that you can rapidly capture, execute, and adapt your best collections service strategies.

- **Deliver relevant offers**  
Apply adaptive analytics to recommend relevant customer treatments in real time based on factors such as customer value, payment history, and interactive customer responses.
- **Engage with customers across all channels**  
Offer seamless service with Pega's omni-channel user experience, personalizing the interaction to the channel or device without any loss of context.
- **Reduce average handle time**  
Replace data overload with a dynamic service case desktop that uses the context of each interaction, delivering relevant dialogue, knowledge content, data and actions for each user, supporting one-to-one relationships in real time.
- **Gain maximum deployment agility**  
Build and deploy Pega processes on the cloud or on-premise and move transparently between these environments.

### CHALLENGE

Collections departments are challenged with minimizing losses and controlling costs while delivering a sensitive service experience that retains valuable customers. Manual tasks and disjointed collections systems lack the intelligence and agility needed to instantaneously deliver customer-centric experiences, increase collections success and reduce costs.

### SOLUTION

Pega Collections provides lenders the ability to engage customers with personalized, responsive service while accelerating collections rates, ensuring compliance and reducing operational costs. Only Pega combines intelligent process automation with adaptive analytics for real-time decisioning to streamline collections from end-to-end.

## Optimize the Value of Each Interaction

- Omni-channel interaction management lets you connect with customers whenever they want and wherever they go—across online interfaces, mobile devices, and social networks—without losing context.
- Predictive analytics and adaptive decision management anticipate needs, recommending the next best action or suggest relevant payment offer to the customer in real time.
- Standards-based integration with legacy systems provides a complete, real-time view of the customer, eliminating business silos that create inefficiencies and compliance issues.

## Efficiently Scale Collections Operations

- Rules-driven processes consistently employ risk strategies and regulations during the customer conversation regardless of the client's preferred channel or the representative skill sets.
- Automated monitoring tracks payments against a promise or payment plan, incorporating payment behavior into contact strategies and process guidance.
- End-to-end work automation ensures tasks are managed in accordance with service policy; including queuing, skills-based routing, and escalation based on service-level agreements (SLAs) and prioritization.
- Advanced knowledge management provides the most relevant information to the user with minimal configuration or searching.

## Maximize Visibility and Control

- Unlimited campaign treatment analysis and deployment as well as real-time feedback on the success of treatments improve portfolio penetration rates.
- “Self-learning” analytics leverage adaptive analytics and previous actions in the collections process to automatically apply strategy refinements during subsequent interactions.
- A complete audit trail tracks user and system-generated activities for tighter control.

## Rapidly Deploy and Continuously Adapt

- Pega's build-once-and-reuse-everywhere capabilities let you share application assets across products, lines of business, geographies, and channels.
- Extend the Pega Customer Service platform to deliver enterprise wide, world class servicing and collections.
- Familiar office tools make it easy to update processes, rules, interfaces and other components without writing any code, facilitating rapid response to new opportunities and changing regulations.
- Pre-defined, easily configured processes, rules, object and data models, interfaces and other application assets minimize implementation time.

