

CASE STUDY

# Subprime Lender Recovers \$870,000 Monthly Using Retain's Digital-First Outreach to Delinquent Borrowers



In the competitive landscape of consumer finance, one personal loan lender found itself facing significant challenges in effectively managing its customer communications and maximizing loan repayments. As a provider of installment loans to subprime consumers, this lender needed a reliable and efficient way to engage customers, encourage timely payments, and ultimately enhance its bottom line—but relying on traditional outreach methods like outbound dialing wasn't effective.

In March 2023, the lender partnered with Retain by TrueML Products to address these challenges and improve its operational performance by using Retain's software-as-a-service (SaaS) solutions specializing in customer engagement for those in early-stage delinquency.

# Challenge

Primarily serving subprime consumers who often struggle with financial management, the lender’s customer base posed several collection challenges, including lower repayment rates and high rates of customer disengagement. The company wanted to augment their outbound calling with digital options to reach or engage with a broader set of its customers, avoiding late-payers from rolling into further stages of debt.

Although the lender was using some more modern communication channels—limited and very targeted email messages sent in the later stages of delinquency—they hoped using intelligent digital outreach earlier on would deliver better results earlier in the recovery process.

# Solution

Retain offered the lender a SaaS solution that integrated omnichannel engagement strategies to effectively reach its customers with timely messages tailored to their needs. The solution included:

Digital-First, Omnichannel Communication	Advanced Machine Learning Engine
Utilizing both email and SMS channels, supplemented with their traditional outbound phone calls, the lender was able to connect with its customers where and when they were most responsive	Going beyond propensity-to-pay models and basic heuristic algorithms, Retain’s machine learning engine automated outreach to deliver the lender’s messages through the right channel at the right time for optimal results

As a result of implementing these solutions, the lender began to see significant improvements in customer engagement and payment rates.

## Results

From kicking off the initial partnership in March 2023, the lender saw significant growth in customer engagement and payment success by partnering with Retain.

### Key Performance Statistics

**39.1%**

of customers engaged  
using Retain made a  
payment each month

**\$870,000**

approximate total  
monthly payments

**89:1**

ROI\*  
(\*includes the lender's  
outbound calling)

### Communication Engagement Metrics

#### Email Engagement:

- Open Rate: 75%
- Click Rate: 11.1%

#### SMS Engagement:

- Delivery Rate: 97.5%
- Click Rate: 23.6%

### Overall Communication Reach:

92% of the lender's customers viewed a Retain message each month, with over 24% clicking through to the payment portal, significantly outperforming other clients who typically saw a click-through rate of around 12%.

Through the strategic use of omnichannel outreach and data analytics using Retain, the lender successfully transformed its approach to customer communication and the rates of customer payments—so much so that the lender doubled down on using Retain and decided to increase monthly placements going forward.

As a result, the lender is now better positioned to serve its subprime consumer base and continue its growth trajectory in the competitive landscape of consumer finance.

**Ready to improve your customer engagement using Retain's proven digital-first communications?**

**[Schedule a consultation today!](#)**



## About Retain

Retain by TrueML Products is an intelligent delivery platform that leverages a patented optimization engine to determine the optimal time and channel to deliver the client's communications within the confines of the compliance requirements outlined by the client.

TrueML Products is a fintech software company developing machine learning-driven products that enable intelligent, digital communication and prioritize customer experience for consumers seeking financial health.

