

# Leading Telecoms See Up To 35% Liquidation Increase Switching to TrueAccord for Digital-First, Omnichannel Debt Collection

Telecommunications service providers (Telecoms), many of which have also become Internet service providers (ISPs), are integral to most consumers' way of life in today's digital world, enabling them to communicate and access products and services via digital channels wherever they are. From the last remaining landlines to mobile and internet services, it's challenging to find a consumer that doesn't subscribe to a Telecom service.

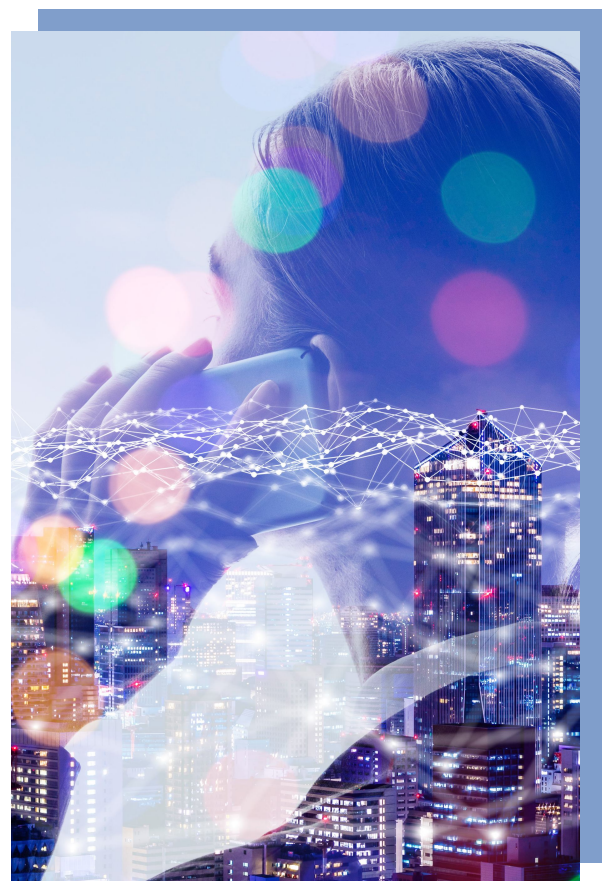
According to a recent [report](#), the US Telecom market was valued at:

Reported in 2023	Expected by 2029
<b>\$427.43 billion</b>	<b>\$530.61 billion</b>

Providing essential services to the masses unlocks tremendous revenue potential, but also means Telecoms work with consumers from all socioeconomic backgrounds, leaving the providers

exposed to consumers who cannot or will not prioritize paying their bills for any number of reasons.

This issue of late-payers rolling into delinquency is nothing new for such a far-reaching industry; but the challenge today and looking ahead for Telecoms is how to effectively engage with delinquent customers and, in turn, recover delinquent funds more effectively.



## Challenge

Many Telecoms have traditionally used call centers for collection services to collect charged-off debt. But as consumer communication preferences and regulations have evolved, this practice meant the providers started suffering from declining right-party contact (RPC) rates and limiting outreach opportunities due to stricter regulations—all contributing to less revenue.

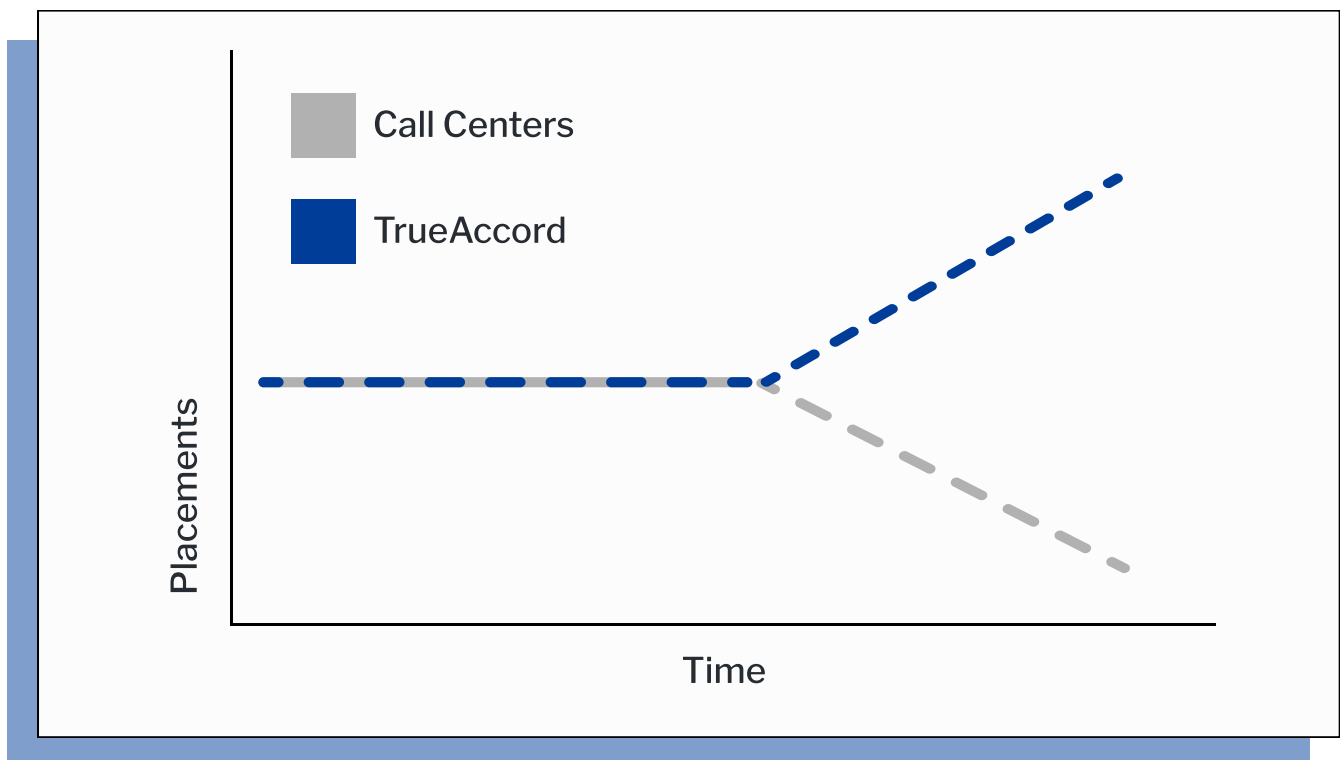
Add to the equation that calling-based methods are expensive to staff, it is a widely accepted standard practice to use the propensity-to-pay model, which prioritizes contacting accounts that are most likely to repay, yet leaves many other accounts untouched.

For some of the leading Telecom providers in the US, the time had come to face the declining third-party liquidation performance and reevaluate their approach to debt collection. A more future-forward, effective engagement model was being adopted throughout other industries and it was time for these Telecoms to test the waters of digital-first outreach for late stage collections.

## Solution

The digital-first, omnichannel approach to customer engagement offered what traditional propensity-to-pay calling methods lacked: automated digital outreach would allow every account to be serviced efficiently without adding expensive headcount, giving every customer the opportunity to engage and repay their debt.

We tracked performance for multiple portfolios across three Telecom providers over Q3 and Q4 of 2023 following this methodology for evaluation: as batches of placements moved through the collection process, the percentage being worked through a digital-first approach increased, and the performance change was measured to see how TrueAccord performed in comparison to traditional calling-based models.



**By the end of the process, all accounts had transitioned away from a calling-based outreach method to instead be serviced entirely through TrueAccord's digital-first, omnichannel platform.**



# Results

At the end of this six-month pilot over Q3 and Q4, the first Telecom saw an approximately **35% increase in liquidation** using TrueAccord's service. In fact, every single batch showed improvement in December versus July.

The other Telecoms similarly benefited from increased liquidation as a result of the pilots: the second Telecom saw an **average liquidation increase of 7%** while the third realized an **increase of 32%**.



35%

increase in  
liquidation  
for Telecom  
provider #1



22%

average  
increase in  
liquidation  
across all  
portfolios

**Across all five client portfolios, TrueAccord provided an average liquidation increase of more than 22% over previous results from calling-based third-party operations.**

Overall, switching from traditional call-and-collect outreach methods to a digital-first, omnichannel approach presented a more productive way for these Telecoms to communicate and engage with consumers in debt collection.

Are you ready to evaluate your legacy collections servicer against TrueAccord's proven digital-first, omnichannel approach?

**Schedule a consultation today!**

## About TrueAccord

TrueAccord is a digital-first provider of outreach, recovery, and collection solutions helping more than 20 million consumers of service, lending, technology, financial, and FinTech organizations since 2013. We are transforming the debt collection industry and helping consumers reach financial health with convenient payment plans, customized billing schedules, and easy documentation.

