

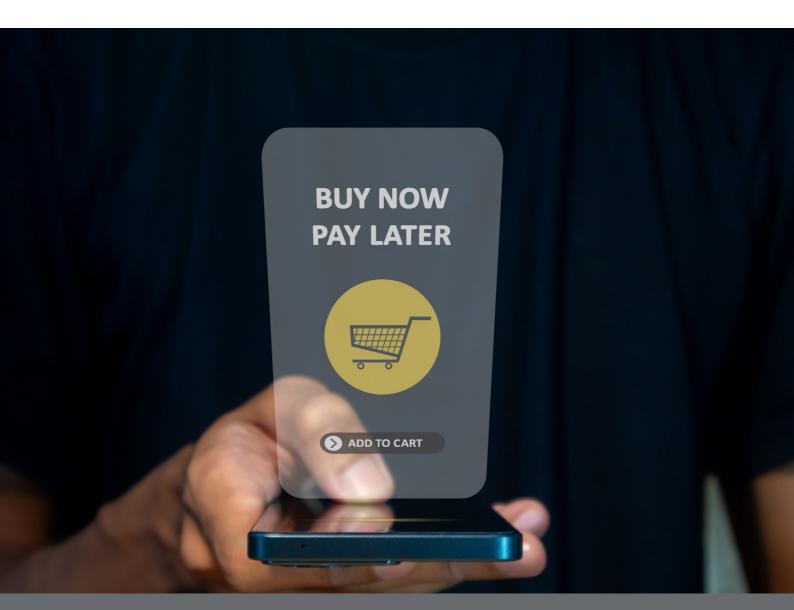
# TrueAccord Delivers Industry-Leading Engagement, Repayment for Scale-Up BNPL

Buy Now, Pay Later (BNPL) companies offer flexible payment solutions that allow consumers to split their purchases into manageable installments, and the mission of one popular BNPL extends to financially empowering the next generation of changemakers. By prioritizing respect and support for each individual, this BNPL aims to help people take control of their finances and build a secure financial future.

However, with its growing popularity, the BNPL was soon confronted with the complexity of managing late-stage collection—a challenge many startups face without a specific strategy in place to address the nuances of late-stage debt recovery. But partnering with the experts at TrueAccord would set a plan in place with impressive liquidation and engagement results.

As a startup, the majority of the company's resources were dedicated to bottom-line business goals, but the BNPL did have some early-stage delinquency outreach with manual emails and basic SMS notifications. However, as the company continued to expand, accounts overdue by 90 days or more accumulated without a scalable strategy for resolution. Since the BNPL had neither the experience nor the bandwidth to tackle these latestage delinquent accounts, the company was vulnerable to revenue loss.

Enter the collection experts at TrueAccord, ready with the resources and proven methods for success.



## **Solution**

As their first debt collection provider, the BNPL leveraged TrueAccord's decade-plus of experience to develop a comprehensive debt recovery strategy from the ground up. TrueAccord's digital-first approach to collections was particularly appealing to the BNPL, aligning with their tech-forward, consumercentric philosophy, and delivered on several key benefits:

#### **Cost Savings**

By partnering with TrueAccord, the BNPL avoided the significant investment and operating costs associated with building and maintaining an in-house collection program.

## **Enhanced Consumer Experience**

TrueAccord's patented machine learning engine, HeartBeat, and our vast dataset of consumer interactions solidified the BNPL's commitment to maintaining a positive consumer experience by delivering the right message through the right channel at the right time for each consumer.

#### **Automation and Scalability**

Through intelligent, machine learning-driven automation, the BNPL could efficiently handle any volume of accounts. This scalability was crucial for a startup experiencing rapid growth.

## Compliance and Expertise

Following the ever-evolving compliance landscape can be a challenge for startups, but TrueAccord's code-based compliance and dedicated teams keep a finger on the pulse of the latest regulations and policies for debt collection.

## Results

Through this partnership, the BNPL was able to establish a robust and effective late-stage debt collection strategy with TrueAccord ensuring that delinquent accounts were managed thoroughly and efficiently—and their engagement rates were the first in a domino effect of improved results:

# 45% Email Open Rate

Compared to industry average: **22.5**%

#### 14% Email Click Rate

Compared to industry average: 2.3%

In addition to significantly higher email open and click rates, their SMS delivery rate came in at 30% and the SMS click rate at 28%. Along with above industry average engagement numbers, the BNPL achieved 2.45% liquidation at 90 days and 3.4% at 180 days\* through TrueAccord's efforts.

In summary, TrueAccord's solution enabled the BNPL to overcome the challenges of late-stage debt collection with a cost-effective, scalable, and consumer-friendly approach. As a result, the BNPL could focus on its core mission of helping individuals achieve financial freedom while trusting TrueAccord to handle their collection needs as they continue to grow.

Ready to improve your debt recovery efforts using TrueAccord's proven digital-first debt collection strategy?

**Schedule a consultation today!** 

\* Results vary based on each portfolio specifically

Industry average statistic sources:
<a href="https://doi.org/10.2016/j.jup.20

### 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.

