



west

West
Asset
Management

credit & care program

u t i l i t i e s

West Asset Management's Credit & Care program provides a high degree of customer service as an extension of your organization. We provide cost-effective credit and care solutions that increase call resolution, reduce costs and create unparalleled customer satisfaction, while meeting the stringent compliance requirements of the utility industry.

An Extension of Your Company.

Our primary goal is to deliver professional service to your customers in an effort to increase recoveries and protect your valuable brand image.

Our Solutions are Designed to Meet Your Credit & Care Needs.

From live agent to IVR, West Asset Management is dedicated to working with utility companies to craft unique, cost-effective Credit and Care program. Our solution to care for and retain more of your valued customers includes:

- "On/Off" Orders
- High Billing Inquiries
- Deregulation
- Late Bill Notifications
- Terminated Customer Surveys
- After Hours Credit Support
- General Billing Inquiries
- Account Status
- Payment via Live Agents

Improve Your Customer's Credit Performance.

West Asset Management's Credit & Care program can improve your customer credit scores by exceeding your key performance indicators (KPIs), which include:

- Improving customer satisfaction scores.
- Reducing Average Handle Time (AHT) and hold times of inbound calls.
- Reducing labor costs by automating more calls in the IVR.
- Reducing telecommunications costs by increasing call routing capabilities across the enterprise.
- Increasing one-call resolution rate.
- Resolving up to 25% of routine calls via IVR, allowing agents to prioritize calls more efficiently.

performance focused



credit & care program



West Asset Management Delivers Critical To Qualify Deliverables.

With over 13 years of experience in first party collections, West Asset Management brings several distinct advantages to our utilities clients:

- **First Party Collections Experience.** West Asset Management's comprehensive Credit and Care program has the flexibility and capacity utility companies need to weather the storm of high volume call spikes generated from unexpected power outages. Few companies can match our facilities, technology and experience in creating effective credit and care solutions for the utility industry.
- **An Extension of Your Company.** We serve as an extension of your business. Every utility agent participates in extensive training on your products, services and company. This allows you to deliver a higher level of care for every contact.
- **DirectCollectSM Technology.** Send messages to your customers via voice, SMS text or email. West Asset Management's web-based user interface offers the flexibility to create and edit outbound notifications campaigns, view disposition reports, control user administration within your organization, manually upload customer contact information and customize campaigns in a self-service environment. The user interface allows for greater speed to market and provides you with immediate communication potential with your customers.
- **Training.** We have an extensive training program that covers topics ranging from general first party collections to KPI performance. Training is an important aspect of our collections, so we've implemented a Management Operating System (MOS). MOS provides our management team with the leadership skills needed to better develop their teams. Recovery specialists who are better trained and coached increase their recoveries and dollars collected, while decreasing complains. Additionally, a better manager leads to greater recovery specialist retention.
- **Reporting.** West Asset Management offers robust reporting for our utilities clients. We offer a variety of reports, including one call resolution dashboard reporting, variable and state-by-state ASA reports, inbound reporting based on scoring and segmentation, and technology reliability dashboard reports. We're able to customize our reports based on your needs.

Who We Are.

West Asset Management, a division of West Corporation, is a trusted and performance focused accounts receivable management leader that has the expertise and resources to meet the breadth of industry needs across the debt continuum. We are a fully licensed collection agency with 2,500 employees and 13 locations in 12 states plus an offshore location in Makati City, Philippines, and a nearshore location in Portmore, Jamaica. We provide our clients a full spectrum of services within the communications, financial services, government, healthcare, higher education, insurance and utilities industries.