

# COLLECTORTALK!

## Effectiveness Study

A major bank card organization conducted a test with a group of Collection agents who had just completed their new hire training course. The new hires were divided into two groups. The pilot group practiced with 50 collection simulations for an average of one hour a week and the control group did not practice. All other training and assistance remained the same for both groups. The objective was to improve payment promises, how many were taken per hour and of those, how many kept their promise.

The table shows their performance in their average productivity and quality scores after two months (or just eight one-hour practice sessions).

	<b>Promises To Pay Per Hour</b>	<b>Promises To Pay Kept Per Hour</b>	<b>Average Call Handle Time</b>	<b>Quality Score (100 point scale)</b>
<b>Pilot Group</b>	4.15	2.88	131 seconds	94.45
<b>Control Group</b>	3.32	2.50	146 seconds	90.80
<b>Pilot Group Difference</b>	+ .86	+ .38	-15 seconds	+3.65 points
<b>Percent of Improvement</b>	<b>26%</b>	<b>15%</b>	<b>10%</b>	<b>4%</b>

### Results Summary

- ◆ Over a period of time longer than 2 months, an increase of 15% in ‘Promises To Pay Kept’ represents a substantial amount of revenue.
- ◆ The 10% decrease in ‘Average Call Handling Time’ represents a significant savings in operational expenses. This improvement in efficiency was achieved along with an improved quality score.
- ◆ Approximately 3/4 of the total performance improvement occurred after just half (4 hours) of the total practice time.
- ◆ After just 2 months the Pilot Group members were performing at or above the levels for an experienced representative!

### Participant Feedback

- ◆ Everyone agreed that the best thing about the program was recording and listening to oneself.
- ◆ They all indicated that they had made adjustments to voice tone, speed, and language as a result of reviewing and assessing their own recordings.
- ◆ The most significant changes were to tempo (as most people discovered that they speak too quickly to be understood), and to empathize and sound more compassionate.
- ◆ Everyone agreed that it helped prepare them for taking live calls.
- ◆ They found that they were much more comfortable and confident than their peers in the control group.
- ◆ One participant noted how easy it was for her to answer smoothly and with confidence, while her peers were still nervous and uncertain.
- ◆ They knew that they had covered the situations in classroom training, but had forgotten them or felt uncertain. CollectorTalk! gave them confidence that what they were saying was correct.
- ◆ Several commented that they used the same phrases with live customers that they had practiced within CollectorTalk!.
- ◆ One said that she didn’t even pause, the answer just came out her mouth because she had done it many times already.
- ◆ They were amazed that live customers sounded just like the customers on CollectorTalk!. Taking live calls did not intimidate them, because they had practiced with different types of customers.
- ◆ They liked seeing the text as well as hearing it. It helped them remember what to say when on the phone.
- ◆ They indicated that the Coaching screens, that provide additional coaching tips for effective performance, were very valuable.
- ◆ Everyone agreed that the software was very easy to learn and use.

*Given the kind of results outlined above, how long do you think it would take to recoup your investment in CollectorTalk? For more information contact us at 360-260-9780 or [info@intelitechgroup.com](mailto:info@intelitechgroup.com).*

