



Case Study

THE CHALLENGE: ARM LEADER SEEKING NEW WAYS TO IMPROVE RESULTS

Eastern Account System, a Connecticut-based premier call center for the cable, healthcare, and telecommunication industries with over 25 years of proven experience, was looking for new ways to improve results. Steve Zank, Vice President at Eastern Account System, says, "We were getting to a stage where adding resources wasn't getting us the same results it used to. We were looking for ways to be more efficient."

Recognizing the need to innovate their approach, Zank reached out to their software provider seeking inventory and strategy consultation from someone with expertise on their specific collection platform, and they were referred to the ARM industry consultants at The Intelitech Group.



EASTERN ACCOUNT SYSTEM, INC

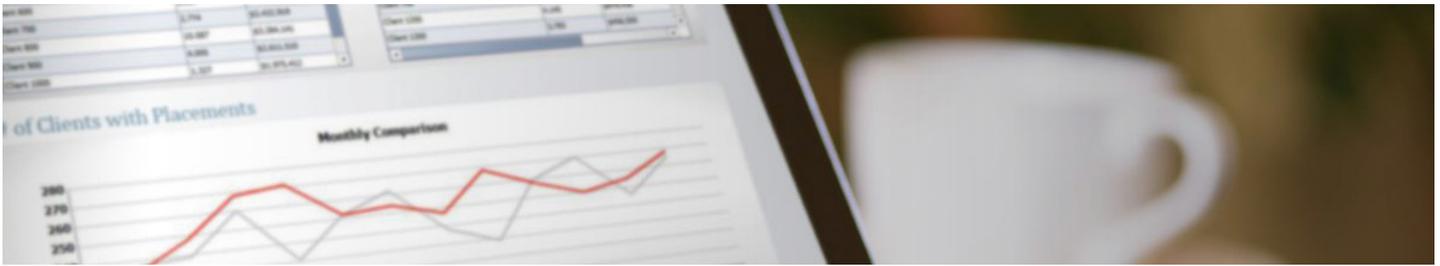
Eastern Account System, Inc. is based in Danbury, Connecticut and has over 25 years of proven success with collecting delinquent accounts at the highest rates in the industry.

With ACA certified collection specialists that focus on sensitivity and integrity, Eastern Account System has top-tier industry rates for client retention and results.

You can learn more at:
easternaccounts.com

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Steve Zank | Vice President
Eastern Account System



THE SOLUTION: ANALYTICS FROM THE INTELITECH GROUP

In meeting with The Intelitech Group, Zank was introduced to a data, scoring, segmentation, and optimization platform, UltimateAnalytics, that could offer the improvements to efficiency he sought. During the discovery process it became apparent that UltimateAnalytics was much more than just a data and scoring solution, and that Intelitech offered a service unparalleled in the industry by providing ongoing consultation from industry experts averaging over 15 years in ARM.

Zank recognized early what set Intelitech apart, "It is the people. Anyone can offer a product or service to you, but only Intelitech couples an innovative solution with the expertise in our industry to truly impact your business with constant improvement. They not only understand your challenges but relay their ideas and strategies in an accessible way."



The decision to engage was not made without consideration of ROI. Zank contemplated the added expense and whether it would provide the kind of results he needed. Zank then recognized in his research that the letter savings alone more than covered the costs associated with scoring and prioritizing Eastern's portfolio: "The quality of

the data the system provides is priceless. We have been able to get accurate information for debtors that we haven't been able to locate in months, and in some cases, years. We are already seeing close to a 10 percent decrease in mail returns."

Not only was there an immediate ROI, but Zank shared, "it was really an easy decision with very little obligation. The cost is more than offset by savings gained through efficiency."

THE RESULT: IMPROVED PROFITABILITY AND CLIENT SATISFACTION

"We went from struggling with our national rankings with clients to first place finishes" said Zank.

Eastern Account System now proudly shares their superior rates in not only collection performance but also in client retention.

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Steve Zank | Vice President
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