

# Protecting Annual Revenue •

Retain More Customers and Accelerate Payments with Proactive Notifications

## The Company: InterCall

InterCall, a subsidiary of West Corporation, is the largest service provider in the world specializing in conference communications. Founded in 1991, InterCall increases productivity for millions of companies and individuals by providing advanced audio, event, Web and video conferencing solutions that are easy-to-use and save time and money. Along with a team of over 500 Meeting Consultants, the company employs more than 1,500 operators, customer service representatives, call supervisors and accounting, marketing and IT professionals. InterCall's strong U.S. presence, which includes four call centers and 26 sales offices, is bolstered by a global reach that extends to Canada, Mexico, Latin America, the Caribbean, the United Kingdom, Ireland, France, Germany, Australia, New Zealand, China, India, Hong Kong, Singapore and Japan.

### THE COLLECTIONS CHALLENGE:

InterCall needed to reduce collection costs and improve the efficiencies of capturing aged receivables as part of its overall strategy to continually refine processes and enhance the customer experience. As a financially responsible business, InterCall understood that effective management of the billing and collections process is critical to its long term financial health.

InterCall's main challenge was to quickly reduce the time to collect payments and maximize existing resources while maintaining a superior customer service.

Building on InterCall's own internal expertise, the company discovered that a successful solution already existed as part of its own product offerings.

### THE INTELLICAST SOLUTION:

To address the collections challenge, InterCall relied on its internal IntelliCast automated communication solution. IntelliCast's suite of applications included an automated Payment Reminder application that InterCall was able to integrate into its collection process. This personalized and interactive notification reminds customers about late or pending payments as well as provides them with immediate access to make a payment or inquire about their account.

InterCall was able to create unique notifications for each customer that included customer name, debt information, and due date.

With proven IntelliCast success metrics, InterCall was optimistic about realizing a return quickly. True to IntelliCast's promise, within days we were up and running. With direction from a dedicated project manager, InterCall received all of the information necessary to launch its first delivery of Payment Reminder notifications within 48 hours.



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AAP/EOE



The pre-defined call flow based on industry best practices, secure process to post customer data and dedicated support team allowed InterCall to quickly deploy the Payment Reminder solution and begin realizing an immediate return on investment.

### **THE BENEFITS:**

With IntelliCast's Payment Reminder application, InterCall proactively reminded customers about their pending or past due invoice and provided them with an option to transfer from the notification to a live agent for immediate payment processing. InterCall was able to reduce collection costs and protect annual revenue with IntelliCast's proven solution.

By adding IntelliCast to the collections process, InterCall has achieved the following results:

- \$37,500 per hour in collections of outstanding payments over a four hour period by providing customers instant access to accounting to make a payment or ask questions.
- 93% increase in on-time delivery of payments by supplementing email/paper invoices.
- 15% reduction in day sales outstanding and defaulted accounts.
- 40% decrease in customer contact costs by reducing the number of accounts 50+ days past due.
- 93% increase in portfolio penetration of monthly past due accounts and increased collector efficiency.