

Trustmark improves the customer experience and employee morale



Trustmark

Client

Trustmark is a regional financial services institution in the US with locations in five Southeastern states.

Challenge

Trustmark wanted to unify data that was siloed between its collections and recovery platforms in order to improve customer service and streamline operations.

Solution

C&R Software Debt Manager Solution

Results

Collections agents are more efficient and productive because they have up-to-date customer information, as well as effective collection strategies and customers' preferred contact methods. Employee training is now easier, and customer delinquencies are reduced.

Unifying collections and recovery for better performance and service

Trustmark has provided a diverse range of financial services for nearly 130 years, and there are many reasons for that longevity. One of the most important is Trustmark's commitment to providing superior customer service at all touchpoints, including collection. "We dedicate a lot of resources to the customer experience," explains Terry Collins, Head of Collections and Recovery at Trustmark. "When it comes to collections, we want every call to be as pleasant as possible."

Trustmark understands that customers typically want to pay their debts, but life circumstances may make it difficult to keep up with payments. When that happens, Trustmark wants its collections agents to have the tools at their fingertips to help out, including the data they need to understand the customer's situation.

There were challenges to making that happen, however. Trustmark had information siloed between its collections and recovery environments, so it was difficult to get the holistic view that agents needed. The existing collections system also suffered from

Collection and recovery on one platform



Information is unified between collections and recovery environments



Training costs are down and staff morale is up



Increased visibility into customer data and history



Customers have a better experience, with fewer duplicate contacts

delays in payment posting, which sometimes resulted in unnecessary multiple outreach calls that frustrated customers.

Using technology to streamline processes and meet business goals has long been a part of Trustmark's roadmap, and the company was already a C&R Software customer for its recovery operations. The logical next step was for Trustmark to adopt C&R Software Debt Manager Solution and unify its siloed information. The result has been benefits for both the company and its staff.

"Being able to share data between the collections and recovery sides of the department has helped us reduce costs and improve performance," says Collins. "We've maintained or reduced delinquency in almost every category since our conversion. And using a combined C&R Software solution has made employee training a lot easier. Staff members who work in early stage collections can easily transition to bankruptcy or recovery without a lot of system retraining."

Making collections calls can be a tough job, but access to C&R Software tools is making things easier at Trustmark. "We care a lot about staff morale, and we want our agents to have the system they need to succeed," says Collins. "With Debt Manager, agents have the right information at the right time, so they can provide the best customer service. It's been

very exciting for me to watch how collectors and managers have responded to the new solution."

One big benefit of the move to Debt Manager solution is that Trustmark knows it can rely on C&R Software products and people to help the institution as it continues to grow. "We are always facing challenges of scalability," says Collins. "I never know when we're going to make an acquisition and need to load another 50,000 accounts into our system without performance degradation. C&R Software products get the job done, and if there is any issue, I know that I can reach out to C&R Software and get an immediate response from someone who is totally in tune with the way Trustmark does business."

Moving forward, Trustmark sees the possibility for even better customer service by expanding collections efforts to include emails and text messages. A key driver for these and other efforts is the easy access to information that Trustmark now has. "In the past, we lacked a good reporting package, but I haven't found anything I can't report on with Debt Manager," says Collins. "When people ask me if I can get a particular set of information from Debt Manager, the answer is always yes."

To learn how to optimize your own collections & recovery visit www.crsoftware.com/solutions/ or e-mail inquiries@crsoftware.com