

The Collector Chronicle

NORTH AMERICAN RECOVERY

FEBRUARY 2018

AMERICA'S COLLECTION AUTHORITY

LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for January is Cherry Creek Surgery Center. They have been using our agency since 2015! We will be sending Lisa a gift card to the Darden restaurant group! Enjoy!

Olive Garden / Red Lobster

Longhorn Steakhouse

Bahama Breeze / Seasons 52

Yard House!

THIS MONTH'S PRIZE

This month we will be giving away a gift card to The Gap/Old Navy/Banana Republic!

Each client who sends new accounts during the month of February will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

***Don't miss out on your chance to win.
Send new accounts in February!
Good Luck!!***

The Gap

Old Navy

Banana Republic

THIS CALL IS BEING RECORDED

BY: DAVID J. SAXTON

PRESIDENT, NORTH AMERICAN RECOVERY

When someone calls our office, they are greeted by our automated attendant and pleasantly informed: "Please be aware that we record all calls for training and quality control." This month I thought I would talk about the reasons why we record our calls.

Before I talk about the advantages of recording our calls, let me tell you how it works. Each time anyone picks up a phone in our office, the call is recorded by our digital voice recorder. Every incoming and outgoing call is stored for a minimum of two years.

The initial and ongoing investment in this system is quite substantial, but I know it is well worth it. We are always striving to be a leader in the collection industry, and this requires making sure we have the best technology available. Our digital voice recorder gives us a distinct advantage and sets us apart from other agencies. It truly allows us to do a better job for you.

How? It all starts with our first call to a consumer. When we inform the consumer the call is being recorded, this disclaimer has a remarkable effect on the consumer's phone etiquette. Instances of consumers being abusive or using profane language toward our collectors are extremely rare. I believe it's because we record our calls, and we notify the consumer we are recording the call.

Next, it's an invaluable tool in training collectors. It gives our collection trainers the ability to review every call with any collector at a moment's notice. We review several calls each day with multiple collectors. During these reviews, we are able to work with the collectors and give personalized tips and suggestions on how they can improve. Reviewing the actual calls has proven to be an effective addition to our regular training.

Another advantage has been an increase in our collectors' confidence. Some new collectors are a

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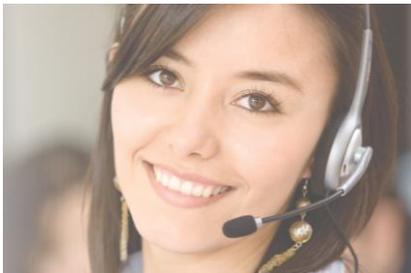
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bit apprehensive when they find out every call will be recorded. However, after they have been on the phone for a few weeks, they can't imagine collecting without it. As you might expect, consumers will accuse a collector of saying something they didn't. Having the ability to play back a recording to prove the consumer wrong allows our collectors to work with more confidence than ever.

One benefit our Collection Manager, Justin Denney, enjoys is the ability to instantly refute any complaint made against a collector. If he receives a call from a consumer claiming that the collector was "rude" or "harassing," Justin can quickly pull up the call and hear what really happened. This allows him to immediately disprove any false accusations a consumer might make.

However, the greatest benefit we see from recording our calls comes in the form of increased client confidence. As you can imagine, a consumer will say just about anything to get out of paying. Some will go as far as calling our clients and telling them we said things we didn't: allegations that we swore at a consumer or threatened to put them in jail, among other outrageous claims.

But nothing could be further from the truth. It's still difficult, however, for a client to believe a consumer would make such outlandish and completely untrue claims. However, with the help of our digital voice recorder, we have been able to defend our honor and good name every time. The story below provides a perfect example of this exact situation.



A collector called a consumer and conducted herself in a professional manner. She was polite and direct, but in no way violated the law or "harassed" the consumer. However, the consumer went into the client's office and was actually screaming and yelling at the client saying that we "harassed" him, and we threatened that "an attorney would be knocking down his door if the account wasn't paid today," among other false claims. His attempt to undermine our client's confidence in us caused the client to call our office with great concern. When the client called, I simply played the call for him and his response was, "Wow! That's not what he told me happened." The client was pleased and relieved to know we had conducted ourselves as professionals and that we recorded the call.

This was a very eye-opening experience for our client. He now has every confidence in us, and if a consumer makes an accusation, he knows there is another side to the story.

So there you have it. Recorded calls help keep consumers in line, improve our collectors' confidence and skills, and give you peace of mind because you know we are representing you as industry-leading professionals.

Have a great month!



The Collector Chronicle is published by NORTH AMERICAN RECOVERY for prospective and current clients. The owner, David Saxton, welcomes your questions or comments.

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