

# The Collector Chronicle

NORTH AMERICAN RECOVERY

February 2013

Utah's Collection Authority

## LAST MONTH'S PRIZE

The lucky winner of our client prize for January is Bountiful City. We have been collecting for them for ten years and will be sending MaryAnn Willey a gift certificate to Sanctuary Day Spa in Salt Lake City.

Congratulations and enjoy!!



## THIS MONTH'S PRIZE

This month we will be giving away a gift certificate for dinner for two at Ruth's Chris Steak House. 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'll draw a name and, if it's yours, you'll win the gift certificate.

*Don't miss out on your chance to win;  
send new accounts in February!  
Good luck!!*



## THE SINGLE MOST IMPORTANT PIECE OF INFORMATION

BY DAVID J. SAXTON  
PRESIDENT, NORTH AMERICAN RECOVERY

The most important piece of information you can get from a patient or customer is their email address. Why? It's because in today's electronic age, a person's email address has become the number one way to connect with them. For a bill collector that means it's also the number one way to find someone. In fact, when we have a debtor's email address, we are two to three times more likely to locate them.

In the good old days—before email—the most important piece of information was a social security number, followed by date of birth, home phone number, cell number, and finally a home address. But now it's an email address. In fact, having someone's email address is actually better than having their phone number! The reason is simple: people don't answer their phones anymore if they don't recognize the number. Yet, they post information about themselves on various social media sites or other websites. It's okay if they won't talk to us because they tell us everything we need to know through their posts.

It makes sense when you think about it. You can't sign up for *anything* online without providing an email address. Facebook, Twitter, LinkedIn or any other social media sites all require one. If you list an ad on KSL or Craigslist you must provide an email address to register. Also, think back to the last time you forgot an online username or password. How was your information sent to you? Via email. As more and more services move toward internet based systems, email has replaced the social security number as a person's unique identifier.

Don't get me wrong, we still need the

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standard information like address, home and cell phone numbers, date of birth, social security number, employment information along with spouse and reference information. But, if you also make sure you get an email address for a patient or consumer, your collection results will see dramatic improvements. **GUARANTEED.**

Most businesses have already updated their applications and/or patient information sheets and they are asking for an email address. If you've already done this you've taken the first step. The next step is to find a way to ensure that every patient gives you their email address. The final step is making sure every email address is transferred to us when you assign accounts. It may take some time and effort to update your forms and processes, but the payoff will be worth it.

Based on our analysis, you can expect our collection results to double or even triple if you send an email address for every debtor! *It's that dramatic.* Call our office if you have questions or would like to discuss the details of making this happen for you. In the mean-time, thanks as always for your continued business and have a great month!



## KIND WORDS

This month we wanted to share some compliments we received regarding two employees recently. The employees were Troy Wilkerson, our Director of Client Services, and Valerie King one of our Legal Action Coordinators. Great job Troy and Valerie and congratulations on the compliments.

*"I am so impressed at the way my call was handled by N.A.R.'s Client Service Department. I was attempting to reach a specific Client Service Representative who I had already been working with on some very specific questions. This person was away from their desk at the moment and the call was answered by another employee who let me know he was also a member of the Client Service Team, and despite the absence of my contact person, he assured me that he was ready and willing to help. In fact, he thoroughly INSISTED on helping me! As a result, my questions were handled efficiently and answered with the expertise and knowledge I needed. I have never experienced this level of service in a collection agency before."*

Glen  
Property Owner & Manager  
Client Since 2009

*"I am a Client of North American Recovery who has the opportunity to interact with your Legal Action Coordinator outside of work. We happen to belong to some of the same organizations and travel in many of the same social circles as a result. I'm impressed with the way she represents your company while not "on the clock." She always has a positive attitude towards the company and always portrays the professional image that I have come to know while working with N.A.R. She even maintains her friendly, helpful attitude when I ask her a work related question outside of the office. Keep up the good work and the good people you hire!"*

Craig, Billing Manager  
Group of Orthopedic Specialists  
Client Since 2008



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