

SUCCESS CASE

Debtor's management



Industry:

Financial entities

Summary:

With Apia Vivo achieved the systematization of the provision of the company services, defining processes to accompany the contracts management and their subsequent provisioning.

Benefits:

• Operative costs reduction

The management referring debtors is done in an efficient way. The agent s should dedicate less time to these duties so that he can use the gained time in other actions. Fewer employees can do the same task.

• Reduces the losses

The system diminishes the number of debtors and of the unchargable. Besides it allows charging the payments in time. The system recovers the maximum possible of the generated debt.

• Better integration

Apia can easily integrate the central operation system with the tracking of the indebtors, having as a result a better control of tasks. It offers integral treatment considering all the profits and debts of a client. Besides, it unifies the policies about collection and credits.

The management of the indebted is very important to any big company due to the amount of customers and the information that administrates. Banks are exposed to this situation every day. They put their greatest effort on that by giving credits to their customers but they take the risk that these will not do their part.

Bandes, the main bank in Venezuela, implements Apia to solve the debts of its clients.

PROBLEM

Currently, financial institutions maintain an important commitment with their customers. They feel the need to offer them a wide range of products and services that are every time more flexible and that have a bigger amount of advantages. Not having these plans would mean an immediate loss of clients, whom, in the search of new benefits, would search for other institutions.

Without failing to deal with that situation, banks cannot forget to carry out basic tasks for their maintenance, such as the management of arrears and collection of their clients' installments.

Generally, banks hire managers that are in charge of keeping an eye on the indebtors.

However, many times financial entities are forced to transfer this kind of duties and to hire other companies, due to the amount of time required and the difficulty of the real payment of the debts.

For these reasons, the bank decides to work with the tool "Apia", in order to have a more efficient sight of the indebtors.

The aims of the implementation are the following: to reduce in the biggest possible way the amount of indebtors, to charge as fast as possible the unpaid obligations, to simplify the task of the agents helping them to maintain a more efficient following, and to avoid the implementation of other enterprises.

The application of Apia allows the company to offer their clients the new products that are launched through the marketing area in a record time, giving them the chance to reach before other competitors. The project was developed during 2005 and the first months of 2006, and reached thousands of users on different regions of the country.

SOLUTION

Apia created the "Bitacora" solution, which was especially developed for the rational and systematic tracking of the unpaid obligations with risk of debt. Apia is a powerful tool that allows gaining back, in-house, sluggish portfolios to those organizations that give credits.

It also allows you to obtain significant improvements in the field of Collection and Management of risks.

Simplifying the task

The task of the agents consisted of notifying the debtor about the statement of his debt. These agents did not count with a well-defined system that reminded them the actions to be executed.

With the implementation of Apia, the action is automated. Apia is designed to generate multiple automatic notifications, such as notices of calls, notices of debts, etc. The system alerts the agent about the tasks that he should do with each client, without the need of the intervention of another user.

It can also define the documents that will be used and choose the users that will be notified according to different criteria.

The tool allows managing the debts, to consult the statement of collection of these plans and also to express financial reports about the debt statement.

It also allows obtaining the information that the agents need in real time, and, as a consequence, also to obtain more efficiency in the work. This makes it possible to create the information needed to design and administrate the system of collection, as well as all the other business processes. The system suggests and recommends actions, but the agent is the one who has the final decision, whom, besides of evaluating the policy, can also evaluate other aspects.

Agents

Apia measures the collector's level of efficacy, which also allows monitoring the costs of the client's recovering. It also keeps track of the amount of clients per agent and of the amount of the debt that they have, and it assigns actions according to their profile and the client's portfolio. This allows rationalizing the amount of work that each agent may have, re-assigning, if necessary, all the slopes of management. The tracking of the debtor is done early, in order to try to recover the maximum possible of the debt.

Customers

Apia makes the tracking of clients and of personalized agendas easier, it counts with objective tools to evaluate them, and values and manages the risk of every client. Other function that it has is to facilitate the Customer Care and to define single criteria for a client with several products. The tool allows personalizing the relationship between the agent and his clients.