E-BOOK

SYMEND

Why your past-due customers aren't paying

How to break through the barriers to repayment

Introduction

Decision-making in debt ≠ decision-making in abundance

Decision-making in debt is different from decision-making in abundance. Financial stress makes it harder to think clearly. That's why, when facing debt, past-due customers often choose the wrong action—or don't take any action at all.

In this e-book, we explore the key psychological shortcuts that influence debt-related decisions. Using insights from behavioral science and real-life examples, we explain how to counteract or leverage these shortcuts to guide customers to repayment and drive better outcomes for all parties. Throughout the e-book, we illustrate the value of these strategies with statistics to demonstrate how our approach can improve recovery rates while maintaining positive customer relationships.

Leveraging a behavioral science-driven approach resulted in an 80% reduction in outbound call volume—and a 2.9% increase in customers cured.

1 The need for a new perspective on debt

Statistics

Being in debt is generally perceived as shameful, but in fact, it's much more common than many people realize.

Debt in the US

- According to 2024 research from the Federal Reserve Bank of New York:
- In Q2 2024, around **4.9%** of U.S. consumers had a third-party collection account on their credit report.
- Between Q2 2023 and Q2 2024, **9.1%** of credit card balances and **8%** of auto loan balances transitioned into delinquency.

Debt in Canada

Equifax Canada reports that in Q2 2024:

- Credit card holders carried an average balance of $4,300—the highest level since 2007.
- One in 23 consumers missed a payment on at least one credit product.
- The non-mortgage delinquency rate rose by **23.4%** to **1.4%**—levels that we haven't seen since 2011.

Debt spans all demographics and credit types

These statistics illustrate that a significant portion of the North American population faces challenges with repayment, often due to unexpected life events or financial setbacks. Moreover, delinquency rates are prevalent across different types of credit, which underscores the broader nature of this issue. Clearly, financial strain isn't isolated to a specific group—it's an experience that spans all demographics and credit types. In other words: Debt is normal.

Most people strive to be debt free

In today's economy, it's generally accepted that everyone will use a debt facility at some point in their life. Auto loans, mortgages, and student loans are just a few of the debts considered necessary for leading our daily lives.

Most people strive to pay off their loans. Moreover, they do their best to pay bills on time to avoid late fees and repercussions to their credit scores. Delinquency rarely happens because someone doesn't want to pay. Instead, it's almost always a result of unforeseen expenses that are already stressful and unpleasant to deal with. Receiving traditional, penalty-focused payment reminders from collections only exacerbates the negativity of the situation.

The value of normalizing debt

Conventional approaches to managing delinquency often alienate customers and escalate into confrontations where neither party wins. The business fails to recover its payment, while the customer faces service disruptions and damage to their credit score.

When we normalize debt by treating past-due customers with empathy and understanding, they become more receptive to productive communication. By positioning debt as a shared experience, we can shift the collections narrative from one of confrontation to one of mutual understanding. This is critical to building trust and encouraging repayment action. Customers who feel seen and understood are more likely to engage with our communication efforts—and that makes it easier to find a resolution that works for both parties.

Improve debt recovery strategies with behavioral science

This is where applied behavioral science comes in. Using our knowledge of why and how people make decisions when they're under financial pressure, we gain deeper insights into our customers' debt journey. This helps us predict responses to specific communications so we can create outreach campaigns that enhance empathy and engagement—and drive repayment action.

Implementing applied behavioral science resulted in a 152% increase in engagement rates compared to a legacy approach.

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Applied behavioral science in the context of debt

Applied behavioral science defined

Applied behavioral science is the study of how people make decisions, especially under various circumstances that affect their behavior—and how we can influence their decision-making process to improve outcomes.

In the context of collections and recovery, it explores how factors like stress, emotional states, and financial pressure influence a past-due customer's response to debt outreach. When we understand these behavioral patterns, we can develop strategies that are more effective and increase cure rates.

We do this by shifting from antagonistic messaging that relies heavily on penalties (i.e. the stick in the "carrot and stick" scenario) to communications that are more empathetic and resonate with customers on a personal and emotional level. Leveraging the study of decision-making, we can predict customers' responses and optimize recovery efforts by creating targeted messaging that feels less intrusive—but still motivates action.

The ethical use of applied behavioral science in debt recovery

With the ethical use of applied behavioral science in delinquency management, we focus on guiding past-due customers to make informed repayment decisions that lead to better outcomes for themselves and the creditor. We create communications strategies that encourage positive actions without applying undue pressure that would make customers disengage from working towards a solution.

Using this approach, we respect our customers' autonomy and well-being while helping them understand all their options and empowering them to resolve their debts in a manageable way. **This ethical use of applied behavioral science tactics fosters trust, strengthens customer relationships, and ultimately leads to better repayment outcomes—for all parties.**

Antagonizing customers isn't good for business

While aggressive debt collection practices may yield immediate results, they erode trust and damage customer relationships—often irreparably. Using ethical behavioral strategies, on the other hand, we build goodwill by helping customers make informed, action-oriented, and positive repayment decisions. This results in higher customer satisfaction (CSAT) and long-term loyalty, reducing charge-offs and churn.

Additionally, ethical practices help businesses stay compliant with evolving regulatory standards, which mitigates legal risks and protects brand reputation. In the long run, fostering an ethical, customer-centric approach enhances recovery rates sustainably—without sacrificing the integrity of the company.

"You've always stayed on top of your payments—let's make sure this time is no different. Pay now to keep things on track."

Changing the tone of an SMS message to emphasize the rift between the past-due customer's self-perception and their actions resulted in a **128%** increase in customer traffic to the payment portal.

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What prevents past-due customers from paying their debt?

The intention-action gap in delinquency

Most people don't like being in debt, let alone being late on a payment. In fact, the vast majority of past-due customers really do intend to pay their bills. So why don't they?

It all comes down to the intention-action gap in debt. This describes the situation when a customer intends to repay their debt but either:

- **Avoids taking any action to repay**: Darryl had to pay for an expensive car repair two months ago, and now the rest of his bills are piling up. He knows he's got to do something about them, but he's so overwhelmed by his financial situation that he doesn't do anything at all. Before long, he starts receiving messages from collections agencies, late fees and penalties are added to the bills, providers are threatening to disconnect his service, and his credit score takes a nosedive.
- **Takes an action that doesn't result in repayment**: After being laid off, Cecilia's been struggling to pay her mortgage. This month, she's a couple of hundred dollars short of the whole amount. She goes to the casino, hoping to win big so she'll have enough for all her bills. But instead, she keeps losing... and winds up unable to pay even a portion of her mortgage.

This begs the question: If the customer has the intention to pay, what prevents them from taking the right action to do so? The short answer to this question is: mental shortcuts.

Mental shortcuts

Just to survive, humans make thousands of decisions every day. But the overwhelming majority are so small and routine, they go unnoticed. These subconscious decisions are just a part of people's habits. For instance, in one day, the average person makes over **200 decisions just about food!**

Humans simply don't have the capacity to make every single daily decision consciously. Our brain power is needed to tackle bigger, more important things. Everyone does things on autopilot, without debating their purpose or if there's a better way of doing them.

"You're almost there! Make this next payment to get even closer to clearing your balance."

Tailoring an SMS to focus on getting closer to the past-due customer's repayment goal resulted in a **63%** increase in clicks.

In other words, people use mental shortcuts to do things faster and more conveniently. The following example illustrates how they're used to navigate daily life with speed and efficiency:

Jon's leaving his apartment to go shopping for a birthday gift for his dad. He walks to the hallway; takes his coat off the peg; puts it on; and grabs his phone, keys, and wallet out of the tchotchkes bowl on the side table. He slips his wallet into his coat pocket. He opens the apartment door, steps into the lobby, turns, closes and locks the door behind himself, and puts his keys in his other coat pocket. As he walks across the lobby, he opens the home security app on his phone and arms his security system. He pushes open the front door and steps out onto the sidewalk.

Jon made at least 18 decisions during the one or two minutes it took him to do this. Every single tiny action was preceded by a subconscious decision or mental shortcut. He didn't ask himself if he needed a coat; it's freezing out and he doesn't want to catch cold. He didn't question whether to bring his wallet; it holds his ID and credit card, and he needs them to do business. He didn't consider leaving his apartment door unlocked or open; he doesn't want random strangers entering his home. He didn't think about walking across the lobby; he needed to cover the distance between his apartment and the front door. He didn't debate whether to arm his security system; it's what he does to protect his belongings. He didn't hesitate to push open the front door; it needed to be open so he could exit the building.

Instead of consciously considering all these decisions, Jon was mentally weighing whether dad would prefer tickets to the new play everyone's talking about or that new mechanical keyboard he's had his eye on.

In short, he relied on a whole series of mental shortcuts so he could achieve his objective of leaving his home protected **while using most of his cognitive energy to think about his dad's birthday gift.**

Heuristics and cognitive biases

In behavioral science, we distinguish between the following types of mental shortcuts: heuristics and cognitive biases.

What are heuristics?
Heuristics are mental "rules of thumb" that people use to facilitate quicker and more efficient decision making. These mental shortcuts are used to navigate daily life without becoming overwhelmed by every single decision. In other words, they're used for speed.

For instance: When Jon goes out, he always wears the same coat because it's right there on the peg and it's convenient.

What are cognitive biases?
However, going too fast can lead to mistakes—and that can cause unconscious and systematic errors in thinking called cognitive biases. These biases affect how information is processed, tasks and responsibilities are prioritized, and actions are ultimately taken.

Using the coat example, Jon might be missing out on outerwear that could have other benefits for him. For instance, if he checked the hall closet, he could choose a thicker, warmer coat that would protect him from catching cold.

Mental shortcuts cause the intention-action gap in past-due debt repayment

So what do these mental shortcuts have to do with a past-due customer's repayment behavior? Although they're often useful, they can lead to flawed decisions when misapplied or relied on in the wrong situations. And that happens all too often when customers are in debt.

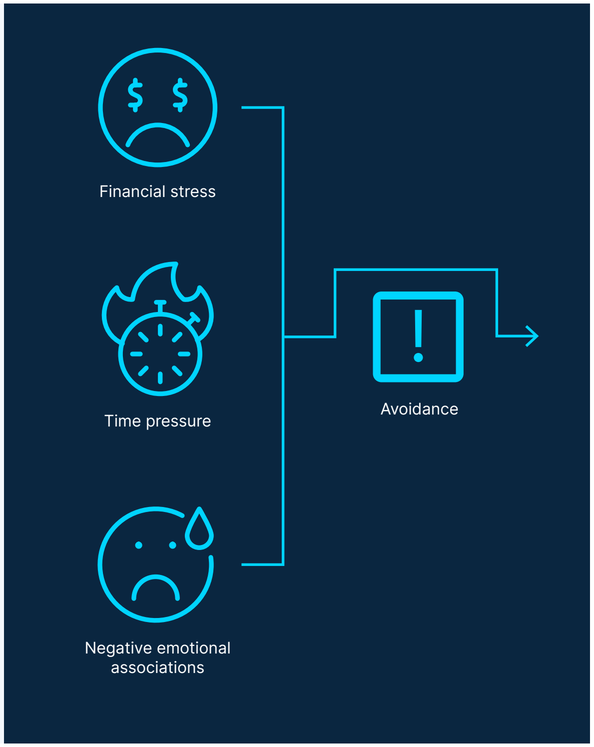
Why is that?

Falling behind on payments causes stress—and often distress—that impacts customers' ability to make well-thought-out decisions. Consider the three important factors at play here:

- **Financial stress**: When customers don't have sufficient funds to pay their past-due bills, they experience a sense of scarcity. This sense of scarcity puts horse blinders on them, narrowing their focus to the immediate problem—how to pay this bill now—rather than thinking long-term about how to resolve the debt. Their awareness becomes consumed with thoughts of not having enough, which in turn triggers their survival instinct.
- **Time pressure**: Past-due customers often feel rushed to make decisions—especially when deadlines or late fees loom. This pressure reduces their ability to calmly evaluate their options or plan a course of action, which leaves them overwhelmed. As time runs out, they may resort to quick, impulsive decisions—or alternatively choose inaction as a form of temporary relief.
- **Negative emotional associations**: For many customers, the shame of being in debt often intensifies the stress. For centuries, society has perceived delinquency as a personal failure. So it's understandable that past-due customers often internalize that feeling of failure and on top of that, feel judged by the collections professionals they interact with. This heightens their anxiety, which clouds their thinking even more and fuels avoidance or unproductive behaviors.

Even when delinquent customers intend to pay their bills, these combined pressures often push them into survival mode, where their focus narrows to immediate stress relief. As a result, they have less mental energy left to recognize all their options, let alone weigh them against each other in a logical fashion. Instead, mental shortcuts kick in to simplify and accelerate their decision-making. Unfortunately, they all too often lead to suboptimal choices that result in inaction or action that doesn't promote any repayment effort.

In other words, in situations of delinquent debt repayment, mental shortcuts cause the intention-action gap.



Common mental shortcuts that cause the intention-action gap in debt

There are dozens, if not hundreds, of heuristics and cognitive biases that negatively impact repayment behavior, and to explore them all is beyond the scope of this e-book. For now, let's take a closer look at four of the most common mental shortcuts we encounter in debt recovery: cognitive dissonance, avoidance, prospect theory, and optimism bias.

Cognitive dissonance

Ruben, a recent college graduate, has been working hard to pay off his student loans but is now facing additional medical bills from a hospital stay. With his finances stretched thin, he's 30 days behind on his electrical bill. He's at work when he receives a third payment reminder with an option to request an extension. He decides to take advantage of the offer. However, he doesn't click on it because he's worried a coworker might see.

That evening, he checks his messages and notices the reminder again. Just then, his girlfriend drops by for a surprise visit. Embarrassed, he puts his phone away and gets up to greet her.

Intention-action gap
Intention: Ruben intends to take advantage of the payment extension offer.

Action or inaction: Ruben doesn't click on the payment extension offer in the email because he's worried what people will think of him.

Mental shortcut
The heuristic at play here is cognitive dissonance: Ruben's self-perception contrasts with the reality of his situation. He doesn't perceive himself as the kind of person who has debt issues, and he doesn't want his coworkers or girlfriend to see him that way, either.

Avoidance

Dee, a divorced mom of two, usually manages her finances but has been juggling bills due to back-to-school expenses. She falls behind on her internet bill and can only pay half now, but she plans to cover the rest later, when she gets her next paycheck. However, she dreads having this difficult conversation with an agent.

After getting a second reminder from her internet provider, she intends to deal with it that evening, but her kids need help with their homework, so she ends up putting it off. The next evening, her son has hockey practice, and the day after that, it's her daughter's dance class. Soon, she receives a third reminder threatening to disconnect her service if she doesn't pay within 48 hours.

Intention-action gap
Intention: Dee intends to pay her bill later, when she's not busy with her kids.

Action or inaction: Dee avoids thinking about paying her bill after work because she dreads talking to an agent.

Mental shortcut
The mental shortcut is avoidance: Dee delays or avoids taking a necessary action that could help her improve her situation. She finds her delinquency situation challenging and gets temporary relief from her problems by not thinking about them.

Prospect theory

Janey gets a new, better-paying job, but the 90-minute commute by public transport prompts her to buy a used SUV. The down payment empties her savings, and her poor credit forces her to take a high-interest loan.

After three months, despite her higher income, she's still living paycheck to paycheck. Her monthly car-related expenses total $510—compared to just $65 for her previous bus pass.

Feeling overwhelmed, Janey turns to a payday loan company and borrows $500 to cover her bills. The $20 fee per $100 seems manageable, but two weeks later, she's shocked to owe $600... an APR of **730%**!

Intention-action gap
Intention: Janey wants to pay her bills on time.

Action or inaction: Janey borrows against a high interest rate to pay her bills now—without considering how that could make her financial situation worse in the long run.

Mental shortcut
The mental shortcut is prospect theory: To pay her outstanding bills now, Janey takes out a payday loan without considering that the high interest rate will make it more challenging to repay the debt. She obtains temporary relief by knowing she's meeting her immediate obligations but isn't thinking of the long-term consequences of her action.

Optimism bias

Josh has been in this job for two years now, and everyone on his team has gotten a promotion and a raise during that time. He gets good feedback from his supervisor and coworkers, so he assumes he's next in line for advancement.

Josh considers himself to be financially responsible. After all, he's never been contacted by a collection agency. Sure, he knows the balance on his credit card is $6,500, but he keeps telling himself he'll pay the whole sum off when he finally gets that raise. For now, he's managing the situation by paying the monthly minimum of $195 on time.

But the raise never materializes. So every month, less and less of Josh's payment goes toward paying off the balance because more and more goes toward covering the **24.62%** interest on the principal. And without realizing it, he keeps going further into debt.

Intention-action gap
Intention: Josh intends to pay off his entire credit card balance when he gets a raise.

Action or inaction: Josh doesn't take any action to start repaying the principal on his debt, and he doesn't consider how the accumulating interest is making his financial situation more precarious.

Mental shortcut
The mental shortcut is optimism bias*: Josh is overly optimistic about his future income and therefore delays full repayment. He makes his decisions based on his unfounded belief that his finances are going to improve in the near future.

Being a "glass half-full" kind of person is usually perceived as a good thing because optimism is motivational. However, when a customer has an unrealistic view of their financial situation or future and, as a result, delays full repayment, it's called optimism bias.

Next: Bridging the intention-action gap

Clearly, mental shortcuts often hinder past-due customer's intentions to repay their debt. Nonetheless, from an applied behavioral science perspective, they also offer opportunities for more strategic engagement. By recognizing these patterns, we can adapt our approaches to address the root causes of the intention-action gap. The next section explores how to counteract common mental shortcuts and leverage others to guide customers toward successful repayment.

Engaging earlier with past-due customers resulted in customers curing on average 2.1 days faster. This reduces the impact of debt accumulating over time.

4 Counteracting and leveraging mental short-cuts for more effective debt recovery

"Most of our customers resolve their bills in a matter of days—take care of yours today and stay ahead."

Tailoring an email subject line to suggest most people quickly take care of their bills resulted in a **9.5%** increase in opens.

Using data and applied behavioral science, we can identify and counteract the mental shortcuts that inhibit debt repayment—plus, we can leverage them to guide past-due customers to more positive repayment decisions.

How to counteract mental shortcuts to promote repayment decisions

Mental shortcuts like prospect theory and optimism bias can heavily influence how customers react to collections messages. It follows that when we recognize the mental shortcuts at play, we can adapt our messaging to reframe their situations in a more positive, empowering, and action-inducing light. This is critical to improving cure rates.

Data science—an essential element of effective debt recovery messaging

In this endeavor, data science is indispensable. By analyzing millions of data points, we can uncover hidden trends and signals that allow us to predict where each customer is in their debt journey. In other words, we can determine which delinquency archetype they are.

Within this context, we can determine what types of mental shortcuts are likely impeding repayment—as well as when customers are most open to responding positively to specifically framed outreach.

Examples of counteracting mental shortcuts in debt

When heuristics and biases get in the way of a customer's repayment efforts, they become a problem for both the customer and collections. Let's take a closer look at how to counteract three mental shortcuts we frequently encounter in a customer's debt journey.

Risk aversion

A risk averse customer might avoid taking repayment action because they're afraid of making their situation worse. For example, Nate is reluctant to reach out to set up a payment plan with his internet provider because he's worried he won't have enough money left for groceries. Although he gets through the month without going hungry, the additional fees and interest on his past-due internet bill keep adding up.

To counteract risk aversion, offer options—like a flexible payment plan—that align with the customer's immediate needs. Highlight that partial payments or extended timelines can prevent service disruption without compromising essential expenses like groceries.

In Nate's situation, we could send him the following email: "Nate, stay connected without putting unnecessary pressure on your budget. Click here to set up a flexible payment plan that works for you."

Mental accounting

People tend to allocate funds for specific purposes. In fact, some banks even allow customers to set up separate portfolios for different savings goals. For instance, Darren and Jerome have $5,000 in savings for a dream trip to Machu Picchu—but they also owe $3,000 on their credit card. They could use the savings to pay off the credit card... but they don't because they're mentally reserving that money for the trip. So the interest keeps accumulating on the debt.

By recognizing mental accounting, we can guide customers toward a more holistic view of their finances. We break down the silos between the different "pots" they're reserving for specific objectives to show them that by redirecting their funds now, they'll have more money in the future for those objectives.

An example email could be: "Darren and Jerome, imagine how much more you can save by reducing your credit card balance today. Pay off your balance now to stop additional interest charges from piling up, and free up cash for your other priorities."

Pain of paying

With pain of paying, a customer has negative feelings due to the initial sense of losing money when paying a bill—plus, they associate additional negative emotions with the experience. Maybe it's humiliating for them to call to make the payment, or perhaps they feel resentment after scraping the funds together.

To reduce the pain, highlight the benefits of making a payment. For instance, we could send the following message to June, who's overdue on her car payment: "June, don't waste your hard-earned money on late fees and interest—make a payment within the next 24 hours."

How to leverage mental shortcuts to promote positive debt repayment decisions

Although heuristics and cognitive biases often form obstacles to repayment, we can also leverage them to empower past-due customers to take control of their financial situation. To do this, we tailor our messaging to guide customers to positive repayment behaviors.

As we've seen, there are dozens, if not hundreds, of these mental shortcuts, and different people will be open to different mental shortcuts based on their individual experiences and circumstances. That's why it's critical to understand exactly how each bias works and when a customer will be receptive to it.

Examples of leveraging mental shortcuts for more effective debt recovery

Let's take a high-level look at four of the most common heuristics we can use to influence customers' responses.

Reciprocity principle

People often mirror the treatment they receive. When treated with kindness or understanding, they're more likely to respond positively.

To improve collection rates, use empathetic communication with past-due customers. By showing that we understand their situation and are there to help, they'll feel encouraged to reciprocate—by making a payment or discussing their options.

Example: "Jon, you're a valued customer, and we don't want to say goodbye. Let's work through this together. Call us today to discuss your options."

Implementation intentions

People are far more likely to follow through on their intentions with an "if-then" plan that outlines when, where, and how to act.

To use it in debt recovery, we frame our message as a specific, actionable plan that outlines the steps the customer needs to take. We use simple checklists to break down the process and make the goal of being debt-free feel achievable. Plus, we encourage them to take action right away to reduce any feeling of being overwhelmed.

Example: "Frank, you may have forgotten to pay your last bill. We want to help you put a plan in place to get back on track. Take the first step by making a payment now. Next, consider signing up for a payment plan."

Urgency heuristic

People are more likely to take action when a task feels urgent. Stating expressly how much time there's left before an event increases the sense of urgency.

To encourage customers to repay their debts, we set a clear deadline that motivates them to act quickly. The closer the deadline, the more pressing the task feels—and the more likely they are to act immediately. We also use time-sensitive phrases like "by the end of the day" or "within the next 24 hours" to create urgency.

Example: "Sondra, pay your balance of $287.36 within the next 24 hours to avoid suspension of service."

Fresh start effect

People are naturally drawn to things that are new. Think of all those New Year's resolutions to adopt healthier or more responsible habits. Although there's no practical reason to start on January 1st, the emotional significance of a fresh start encourages change. It's a chance to leave past failures behind.

"Just a reminder, your scheduled payment is due in two days! You're on track to getting your account back in good standing—stick with it!"

Shifting from an email and call-based strategy to emails only with friendly nurture reminders resulted in a **10.5%** reduction in the number of broken payment agreements.

To leverage the fresh start effect, we need to understand that the customer is focused on their past failures and then redirect their attention to the new opportunity we present.

For instance, if Mary has been late on her phone bill the past few months, we could encourage her to set up autopay with a message like, "Mary, let's start the month fresh by setting up autopay for your phone bill!"

This takes advantage of her inclination to choose something new (a new month) for positive action while offering her a solution that effectively ensures she pays all future bills on time.

Transforming insights into tangible results

By applying these strategies, we can overcome the mental barriers that prevent past-due customers from taking (the right) action. This both improves the likelihood of repayment and enhances the customer experience.

Next, we explore the key outcomes and benefits we can achieve with an applied behavioral science-driven approach to debt recovery.

Implementing a behavioral science-driven strategy resulted in a 10.8% increase of debt recovered. This indicates that customers were paying more than just their minimum payments.

5 Outcomes and benefits

An applied behavioral science-driven approach to debt recovery delivers substantial benefits for both businesses and their customers. By understanding and addressing the psychological factors that influence repayment behavior, we can create more effective outreach campaigns that offer the following benefits:

Improved recovery and cure rates

When we tailor our messaging and outreach methods to guide customer decision-making processes and behavior, we can significantly increase the likelihood of successful repayment. This leads to higher recovery rates and faster resolution of delinquent accounts—and that ultimately improves overall cure rates.

Reduced roll-overs and charge-offs

By using a more strategic approach to collections, we can help prevent customers from falling deeper into delinquency or repeating the experience. When we engage them with timely, relevant messaging and offer clear paths to repayment, we reduce the risk of accounts rolling over to the next stage of delinquency or being charged off.

Decreased delinquencies

With insights from data science and behavioral science, we can determine where customers are in their debt journey and strategize how to communicate with them accordingly. By getting the tone and behavioral tactic right, we can not only help get customers back in good standing, but also change how they think about paying bills. This proactive approach minimizes the number of customers who fall behind and effectively helps prevent repeated delinquency events.

Lower capital reserve requirements for impairment

As recovery rates improve and charge-offs decrease, organizations can reduce the amount of capital they need to set aside for potential losses. This decrease in reserve requirements frees up capital they can reinvest in other areas of the business to drive further growth and profitability.

Strengthened customer relationships

With this strategic, personalized approach to debt recovery, we increase cure rates while showing customers that we understand their needs and circumstances. This fosters a sense of trust and loyalty, and can turn a challenging, stressful experience into an opportunity to build long-term relationships. Customers feel respected and valued, which leads to greater satisfaction and a higher likelihood of positive interactions in the future.

In conclusion, with a behavioral science-driven approach, we can achieve more sustainable, mutually beneficial outcomes. This strategy supports the financial health of the organization while at the same time creating a better experience for customers, leading to stronger connections and long-term success.

Optimizing a self-service option resulted in a 24% increase in customers who took advantage of it—plus a shift of 90% of inbound calls to Monday-Friday, significantly reducing operating costs.

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Empowering better debt recovery through applied behavioral science

The approach discussed in this e-book offers a new, more effective method of debt recovery. By understanding the psychological factors at play, we can craft outreach strategies that resonate with customers and inspire positive action. This improves cure rates, enhances customer satisfaction, and strengthens long-term relationships.

Curious to discover how your business can benefit from a behavioral science-driven approach to debt recovery? **Contact us** for more information.

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