



How to avoid the common frustrations  
of outsourcing your collection letters

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# COLLECTION LETTER OUTSOURCING MADE SIMPLE



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## Adding the right communication management expertise to your accounts receivables team could be a game-changer

Let's be honest... managing the collection letter lifecycle is a major undertaking that can be wrought with complexity and frustration. And depending on the relationship with your letter vendor, it can be even more challenging.

Between strengthening your agency's collection success rates and navigating constantly evolving regulations, you have enough things to worry about. When you add managing the printing and mailing of timely and compliant collection correspondence to the list, things can get complicated pretty quickly.

(You know... managing and updating a seemingly infinite number of templates – all with specific purposes, layouts and destinations – complying with a growing number of data privacy regulations, and meeting mandated delivery schedules.)

Good news, you don't need to become a document expert to save your agency some serious time and money (and yourself some serious headaches along the way).



This ebook examines some of the common frustrations collection agencies face, and offers valuable tips on how to avoid them, helping you focus on what matters: maximizing revenue recovery for your clients and growing your agency.

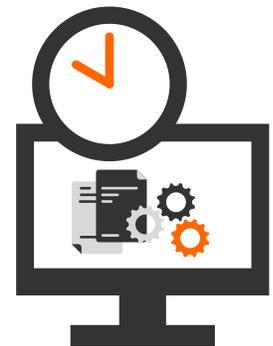
# 5 COMMON FRUSTRATIONS COLLECTION AGENCIES FACE (and how to avoid them)

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## LONG APPROVAL PROCESSES FOR CONTENT CHANGES

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We've all been there. You request content changes and then you wait weeks for your vendor to make the changes. With each passing day, the rate of collectability decreases. Content changes should happen in days (or even faster depending on your requirements), not weeks. Working with an outsourcing *partner* who understands that speed is critical to your agency's success rate is an important first step. Ideally, your partner should provide you with a content management portal for easy access to all of your letter templates. From there, you should be able to request and track changes, giving you more control and visibility into the status of your requests.



2

## NO CONTINUITY IN CUSTOMER SERVICE REPS

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You finally get to know your customer service rep and feel comfortable that they understand you and your business. Next thing you know, you're passed off to a new rep and have to restart the relationship building process from scratch. Sound familiar? Working with an experienced and dedicated service team who knows the ins-and-outs of your business and what's important to you can make a world of difference. Make sure you're working with a partner who offers service team continuity — and a dedicated customer service rep — so they function like an extension of your team, working toward the same results you are.



### 3

## MANAGING ENDLESS LETTER TEMPLATE VERSIONS

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How many different collection letter templates do you use... 10, 20, 100s? Managing a number of different letter versions can be overwhelming, especially when changes need to be made across multiple versions. Your outsourcing partner should make the content management, rule management and version management of your templates simple, helping you do things like propagate changes across versions to save you valuable time and effort. Choosing a partner who offers letter design services to help you clean up or dress up your letters is an added bonus, especially if you don't have that expertise in-house.



Make sure your outsourcing partner has experience handling time-sensitive mail . . .



### 4

## LETTERS BEING HELD UNTIL THERE ARE ENOUGH TO MAIL IN A HIGHER VOLUME

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Your letters have places to be, and you have mandated mail delivery schedules to meet. Pooling letters to realize postage discounts is a common practice in the direct mail industry, but may pose compliance risks for highly regulated, time-sensitive mail. Make sure your outsourcing partner has experience handling time-sensitive mail and a proven track record for meeting mandated delivery dates. Choose a partner that has the capacity and flexibility to offer you quick-turn printing and mailing to help you maintain compliance.



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# LIMITED (OR NO) ACCESS TO REPORTS AND INFORMATION

You should know — or at least be able to find out — where a specific letter is in the printing, inserting and mailing process at all times. Working with a highly responsive outsourcing partner is an important first step. Having access to information such as reports and a PDF archive of every letter sent simplifies compliance management and allows you to easily satisfy auditor requests. Getting the option to customize reports is an added bonus that can provide additional value for your agency, depending on your needs. Your partner should provide you with reports verifying that each and every letter is correct, accounted for and mailed on time, helping you ensure 100% accountability.



# CHOOSING A NEW LETTER VENDOR MIGHT NOT BE HIGH ON YOUR PRIORITY LIST...

The thought of converting existing processes and migrating your data and content to a new letter vendor may sound intimidating at best and nightmarish at worst. But the truth is, finding the right collection letter outsourcing partner could be a worthwhile investment for your agency, and the benefits go well beyond realizing printing and postage savings.

ON LETTER OUTSOURCING SOLUTIONS

CONTENT CHANGES IN DAYS... WEEKS

INCREASE DELIVERABILITY

DECREASE POSTAGE

100% ACCOUNTABILITY & VERIFIABLE ACCURACY OF EACH PIECE

INSIGHTS INTO # OF ADDRESS CHANGES, FORWARDS AND UNDELIVERABLE RETURNS

SATISFY AUDITING REQUESTS, EASILY SEARCH & RETRIEVE DOCUMENTS

A woman's face is visible in the upper right corner, looking directly at the camera. In the upper left corner, a large clock face is partially visible, showing numbers 12, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, and 12. The clock hands are positioned around 10:10. The background is a light gray gradient.

# 4 THINGS EVERY AGENCY NEEDS FROM THEIR COLLECTION LETTER OUTSOURCING PARTNER

## 1 - URGENCY

A mutual understanding that when it comes to content changes and getting collection letters in the mail, sooner is not only better, but necessary.

## 2 - RESPONSIVENESS

Frequent and collaborative communication between the agency's operational team and the partner's service team.

## 3 - INFORMATION

Easy access to content, letter templates, status updates, reports, audit documentation, and any other requisite information.

## 4 - ALIGNMENT

A clear and mutual understanding of goals and expectations, and an unwavering commitment to delivering on those promises.



# IMPORTANT QUESTIONS TO ASK YOUR FUTURE OUTSOURCING PARTNER



What is the standard turn-around time on content changes? Is there flexibility for special circumstances that require quicker turns?



Will I be working with a dedicated service team? How many years experience do they have at your organization?



What does your change management and version control process look like? Do you offer accounts receivable management letter design services?



Do you have experience handling highly regulated, time-sensitive mail? What is your on-time delivery rating?



What kind of reports do you provide and how do I access them? Am I able to customize reports if necessary?

# ABOUT NPC

Critical customer  
communications,  
**simplified.**

**NPC is a delivery engine for the critical communications your customers and organization depend on.**

We've been removing the complexities and frustrations from large-scale, business-critical customer communications for government and regulated industries for over 50 years.

Security and quality assurance are built into everything we do, from our strong company culture to our innovative technology-enabled solutions. We're committed to our customers' ongoing growth and success.



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