Contact Center
Debt Collection

Hypermedia's powerful SMS and voice platform enables contact centers to dramatically shorten collection cycles, improve productivity and reduce operational and communication expenses for debt collection.

Using messaging in debt collection (soft collection) has proven to provide much higher success rates than conventional phone calls. When used for late payment reminder, SMS messages are delivered directly to your customer's hands, providing the importance and urgency you need and achieving high response rates.
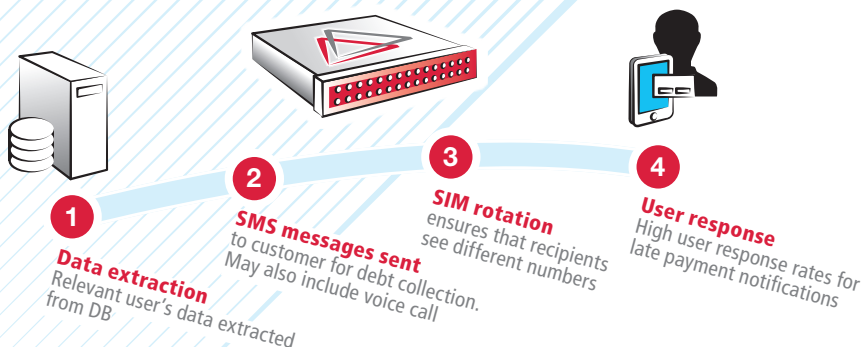
The HyperGateway mobile network platform lets you reap these benefits by integrating messaging capabilities into your contact center. A SIM-based SMS gateway receives input from your database, allowing you to send text messages from your premises directly to the cellular network, while saving on human callers.

With HyperGateway you can also blend SMS with voice capabilities. The voice module lets you route outgoing debt collection calls in the most cost effective way through cellular numbers. This eliminates interconnect charges between fixed and mobile numbers, and achieves higher response rates by presenting mobile caller IDs.

HyperGateway lets you rotate SIM numbers in outgoing calls so that recipients who receive multiple calls view different numbers each time. Using an intuitive web-based management console, you can centrally manage SIM cards and SMS messages.

Solution Highlights

- **Shorter debt collection cycles and increased debt recovery rates**

- **Reduced operational costs for resources and infrastructure**

- **Messaging and voice capabilities**

- **Higher response rates with SMS notifications, SIM rotation, and display of mobile number as CLI**

- **Reduced communication costs**

1 Data extraction
Relevant user's data extracted from DB

2 SMS messages sent
to customer for debt collection. May also include voice call

3 SIM rotation
ensures that recipients see different numbers

4 User response
High user response rates for late payment notifications

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