



# Contactability Index

Increase recovery rates by ensuring that you use the correct cellular number to contact a consumer

Having correct contact data is a crucial element in the collections process – even the most considered collections strategies will fail unless you have quality contact information readily available. Ensuring that you are able to make contact with consumers on the first attempt is likely to set you apart from competing collectors and with TransUnion's Contactability Index you can.

TransUnion's **Contactability Index** provides you with a high-, medium- or low probability of contacting a consumer for a given cellular number. By easily identifying which consumers can be contacted telephonically, collections strategies can be enhanced and execution tactics can be tailored to maximise call centre

efficiencies, effectiveness and ultimately success.

By overlaying the **Contactability Index** on TransUnion's latest contact information through our highly effective Collections Prioritisation Model, you can rest assured that you are acting on the highest quality information available, allowing you to focus on the business of collecting.

## **Benefits**

- More efficient collections due to more effective application of collections tactics
- Increased recoveries due to higher right party contacts

## **Contactability Index - Quick Facts**

- Applied in the Recovery stage of the credit lifecycle to improve contactability
- Most effective when coupled with TransUnion's **Collections Prioritisation Model**

## **FOR MORE INFORMATION ON CONTACTABILITY INDEX PLEASE CONTACT YOUR SALES REPRESENTATIVE:**

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