



StarTek Solution: Receivables Management

Good customer relationships are only valuable if they last. The best way to improve retention and keep customers loyal is to offer them good products, be easy to do business with, treat them with respect, resolve their issues quickly, and provide multiple related products and services to increase the “stickiness” of the relationship. However, there are key moments in the customer lifecycle that pose retention risks. If something goes wrong during these instances, companies must take action to repair the relationship in order to retain their valuable customers. One of these situations might be when a customer misses a payment. Some customers will become a receivables issue, but this does not mean they should simply remit and leave. There are many reasons why an account can become past due, and StarTek enables our clients to decrease days outstanding, increase cash flow, reduce recovery costs, minimize delinquencies, and decrease losses in revenue, all while retaining customers. Our representatives are professional and courteous. As a result, they improve receivables per contact, revenue collected per minute, and increase retention by providing a reassuring and respectful customer experience.

StarTek Difference

Delivery Optimization: StarTek is a company dedicated to serving our clients and their customers. This culture, combined with our over 20 years of experience, provides the foundation for our clients’ success. We are flexible and design solutions around our clients’ goals, with the result that StarTek delivers superior results. Just ask our clients.

Human Synergy: StarTek’s Human Synergy model targets the right agent profiles during recruiting, screens candidates with realistic job previews and “best fit” analysis, delivers our solid sales training methodology to both agents and their managers, and ensures delivery optimization through our advanced performance management tools and approach. Finally, we provide an environment for career advancement that improves morale and tenure.

Value-Added Technology: StarTek’s VoIP-enabled infrastructure provides flexible and seamless delivery while our business intelligence platform provides superior reporting and analytics capabilities.

StarTek Value

- Decrease days outstanding
- Increase cash flow
- Improve customer retention
- Reduce recovery costs

StarTek Choice

StarTek offers our clients a variety of multi-channel customer interaction capabilities including voice, chat, e-mail, and back-office support. In addition, we offer several delivery options located in the Philippines, Canada, and the United States, which includes our hub-and-spoke delivery platform, StarTek@Home agents.

Case Study

Challenge: A client was experiencing a rise in the amount of past-due customers. The company maintained its own dedicated call centers for customer support, but the time required to address these accounts exceeded their internal capacity. The impact on overall service levels was painful, while there was a decrease in cash flow and an increase in write-offs. To address this challenge, the company asked StarTek to design a solution.

The Solution: StarTek tailored a program for the company that complemented its established call centers. StarTek devised a plan to negotiate payment from current and past-due customers and to reactivate service for suspended accounts. We also recommended that the client route calls transparently from existing company call centers through an IVR system to StarTek agents.

The Result: Agent utilization rates were above 85%, with an average speed of answer of less than 18 seconds. StarTek consistently met or exceeded client goals with an average cost of collections totaling less than 5% of dollars collected. From the inception of the program, cash flow for the company increased by more than 30%.

Client Testimonial

“Thank you for the exceptional support you are providing to us. It reflects your commitment to Customer Activism, Speed to Action, Leadership and Teamwork.”

*Regional Sales Manager
National Wireless Company*