

The Collector Chronicle

NORTH AMERICAN RECOVERY

FEBRUARY 2020

AMERICA'S COLLECTION AUTHORITY

LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for January is Transwest Credit Union. They originally signed with us in 1996! We will be sending Brian a gift card to Red Lobster! Enjoy!

**Red
Lobster**

THIS MONTH'S PRIZE

This month we will be giving away a gift card to The Gap / Old Navy / Banana Republic! Each client who sends new accounts during the month of February will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

***Don't miss out on your chance to win.
Send new accounts in February!
Good Luck!!***

*The Gap
Old Navy
Banana Republic*

THE SINGLE MOST IMPORTANT PIECE OF INFORMATION

BY: DAVID J. SAXTON
PRESIDENT, NORTH AMERICAN RECOVERY

The most important piece of information you can get from a consumer is their email address. Why? It's because in today's electronic age, a person's email address has become the number one way to connect with them. For a bill collector it's also the number one way to *find* someone. In fact, when we have a consumer's email address, we are two to three times more likely to locate them.

In the good old days—before email—the most important piece of information was a social security number, followed by date of birth, home phone number, cell number, and finally a home address. And while these data items are still critical to our success, an email address is at the top of the list. In fact, having someone's email address is better than having their phone number! Do you remember the last time you answered a call from an unknown number? That's why an email address is better. People don't answer their phones anymore if they don't recognize the number. Yet they post information about themselves on various social media sites or other websites. It's okay if they won't talk to us because they tell us everything we need to know through their posts.

It makes sense when you think about it. You can't sign up for *anything* online without providing an email address. Instagram, Facebook, Twitter, LinkedIn, TikTok or any other social media site requires one. If you list an ad on KSL or Craigslist, you must provide an email address

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to register. Also, think back to the last time you forgot an online username or password. How was your information sent to you? Via email. As more and more services move toward internet-based systems, email has become the number one data item that helps us find people.

Don't get me wrong; we still need the standard information like address, home and cell phone numbers, date of birth, social security number, employment information, along with spouse and reference information. But if you also make sure you get an email address for a consumer, your collection results will see dramatic improvements. GUARANTEED!

Most businesses have already updated their processes and are asking for an email address. If you've already done this, you've taken the first step. The next step is to find a way to ensure that every consumer gives you their email address. The final step is making sure every email address is transferred to us when you assign accounts. It may take some time and effort to update your forms and processes, but the payoff will be worth it.

Based on our analysis, you can expect our collection results to double, or even triple, if you send an email address for every consumer! *It's that dramatic!* Call our office if you have questions or would like to discuss the details of making this happen for you. In the meantime, thanks, as always, for your continued business, and have a great month!

GOOGLE REVIEWS

We've received some very kind Google reviews recently and we wanted to share a few with you this month. 😊

Mindy Morrow

I'm so impressed with the professionalism of this company. I had a the sweetest "bill collector" Jennifer contact me. I had a small outstanding medical bill that I had mistakenly not paid. She was so understanding of the matter and simply did her job in the most friendly, personable And professional way. I really appreciate the fact this company hires people that knows the meaning of customer service. Thank you!

Ellie Croft

I have to say this was a phenomenal experience. I know they're a debt collector so people tend to be hesitant, but Jennifer was amazing to work with. We chatted about more than just my debt. I really appreciated their willingness to work with me on what was reasonable for my budget. It went very well.

Corinne Storch

For a little while I've had an outstanding medical bill that I haven't paid. Natalee called me and was so professional and informative while helping me figure out paying! It's not often that you actually have a good experience with a debt collector.



The Collector Chronicle is published by NORTH AMERICAN RECOVERY for prospective and current clients. the owner, David Saxton, welcomes your questions or comments. DaveSaxton@North-American-Recovery.com

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