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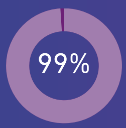
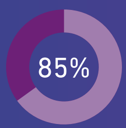
Return on investment for collectors using email

One by one, collectors are digitally transforming their outreach programs to ensure **high efficiency, cost savings, and time to value.** As part of this digital adoption, collection agencies are exploring the use of email to digitize collections and reach consumers with more convenience.

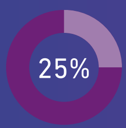
Email by the numbers



A recent Experian study finds that **99%** of business leaders are **using email today or have plans to use email in the future**



According to a 2023 CFPB survey, **85%** of debt collectors reported **using email to communicate** with debtors in the past year—the most common form of communication used by collectors.



Experian and a collector ran an A/B test by adding email to a phone outreach plan to find that **25%** of customers **paid the debt owed via email**

1.9 Billion emails complete Experian's compliant and permission-based database, an internet-compiled source that has been collecting data for over two decades

Why email could mean more savings for you

Here's an illustration:

Suppose collectors intend to reach out to customers via both phone and email channels, with an average of four attempts per client per channel. Assuming that appending 10,000 emails costs $2,000, which is the equivalent of sending four emails per address, and a phone call costs an average of $1.50, we could expect the following outcomes:

For every **$1 spent** on appending email addresses, debt collectors will **save $14**

By leveraging email when phone calls get no response, agencies could **save upwards of $56,000** - and potentially increase the amount of debt recovered

This example represents a **return on investment for collectors of 1400%**, based on saved phone call costs

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