

## Commercial Bank of Africa

Using CRM to Reduce the Number of Non-performing Loans

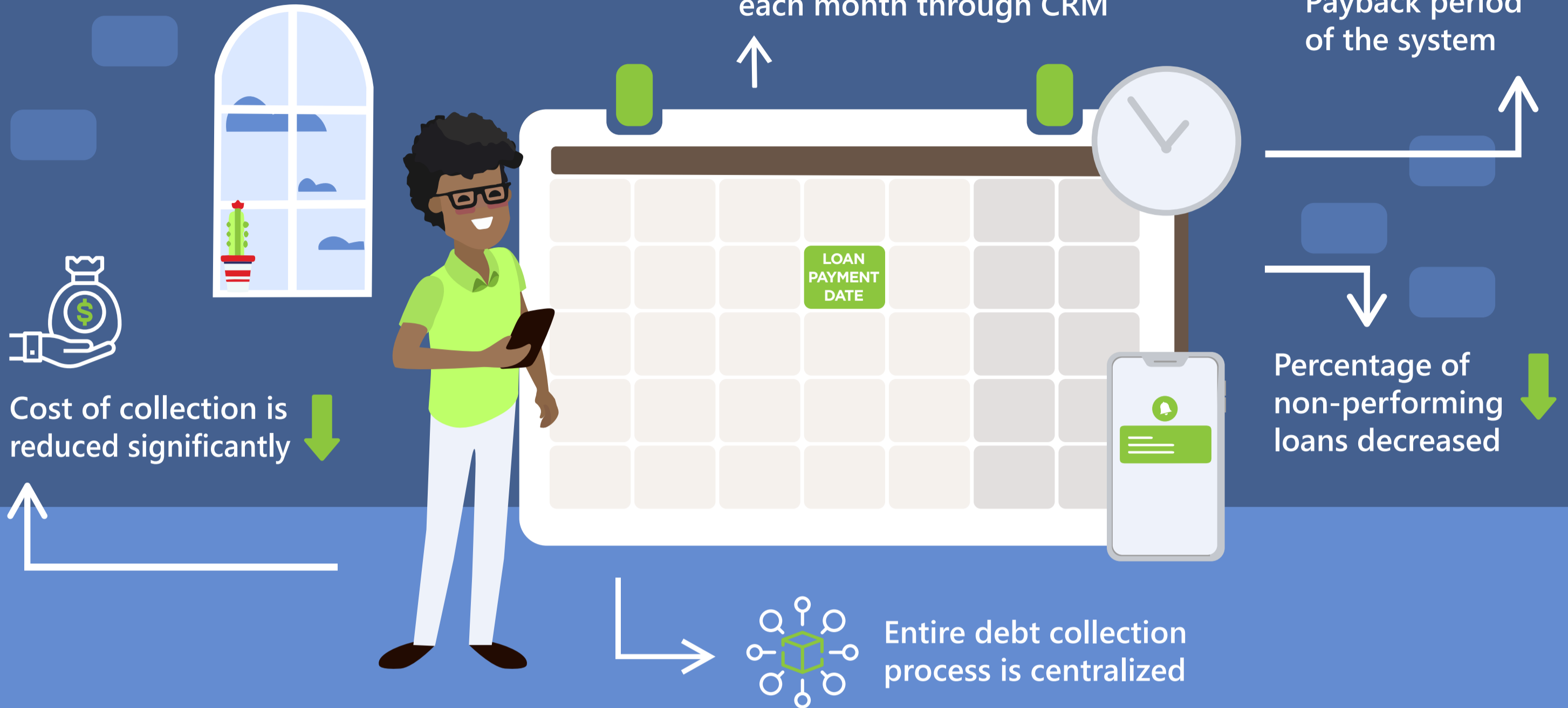


**600K**

Collection tickets managed each month through CRM

**5** Years to **2** Years ↓

Payback period of the system



### BUSINESS CHALLENGES

- ▶ Managing the collection of overdue and non-performing loans
- ▶ Streamlining the entire debt collection workflow
- ▶ Reducing the number of customers forwarded to recovery and write-off process



**RETAIL BANKING**

22,000,000+ CUSTOMERS



"VeriPark's solution was **highly customized** to financial services, making it a **great fit** for our requirements."

*Richie Sobayeni, Business Process Manager - Customer Experience at CBA*

### SOLUTION

Collection Management

Single View of the Customer

Sales Management

VeriTouch Customer Engagement (CRM)