



## Harnessing the authority of court-validated tracking technology to increase right party contact frequency, shortening the collection cycle, and growing collection rates.

### SUMMARY:

**CyphraTek™** is an email toolkit that has added advanced patented technologies to provide services beyond a simple email exchange. As a solutions provider, **CyphraTek™** partners with companies in the collections and accounts receivable management verticals to increase right party contact reach, profitability via collection rate growth, and reduction of contact costs. **CyphraTek's** robust encryption and security protocols support regulatory compliance and mitigate risk.

### CHALLENGE:

The collections industry relies on outdated, inefficient methods – phone calls and postal mailings -- for reaching consumers in an attempt to recover debt. Agencies must employ personnel to make hundreds of phone calls that do not guarantee right party contact touches. Bulk mailings are costly to agencies, and also result in longer collection cycles and lower recovery rates. Additionally, regulatory and statutory compliance is an ever-present obstacle to expedient collection cycles and violations can result in steep financial penalties, loss of reputation, and risk to the consumer.

### SOLUTION:

Collection agencies and accounts receivable management firms can use **CyphraTek @AssureMail** to send FCRA, GLBA, and FDCPA compliant batch notification to debtors. Emails are tracked through their entire lifecycle, using **@AssureMail's** patented tracing technology, and provide legal proof of sending by a trusted third party. Know who received the email, when they opened and read it, on what device, and where they read it.





## Results

Today **@AssureMail** provides the collection vertical a service that exceeds current collections processes all while remaining compliant with regulatory and statutory regulations. **@AssureMail** provides the deliverability and scalability necessary fluctuations in collection portfolios.

Using **CyphraTek™** shortens the collection cycle, increases right party contacts, and provides legal proof of sending by a trusted third party. **CyphraTek's** expeditious processing enables agencies to focus on new business and less on administering the collection process.