

Doubling Self-Service Payments: How Harris & Harris Improved Collections with Solutions by Text

Harnessing the Power of
Compliant Text Messaging to
Drive Revenue and Efficiency



Overview

Harris & Harris, a leading collections agency, grappled with high operational costs and ineffective traditional communication methods. Seeking a compliant and efficient way to engage with consumers, they partnered with Solutions by Text (SBT).

By integrating SBT's texting solution into their communication strategy,
Harris & Harris achieved...

Over

400%

return on
investment

Eliminated

45%

of non-FDCPA
debt letters

Doubled
self-service
payments from
20% to over

40%

**& Increased revenue –
all without hiring additional agents**

About Harris & Harris

Specializing in debt recovery across healthcare, government, utilities, and more, Harris & Harris is committed to ethical practices and compliance. **Their mission is to deliver efficient solutions for clients while maintaining respectful, effective communication with consumers.**

Pain Points in Legacy Approaches

Identified Barriers in Effective Communication



Low Yield Efforts

- **Escalating Costs:** Dependence on phone calls and direct mail was costly without delivering the desired return.
- **Consumer Disconnect:** Traditional methods failed to reach consumers, who are increasingly favoring digital communication platforms.



Compliance Complexity

- **Vendor Instability:** Previous texting vendors discontinued services due to the intricate compliance landscape in collections.
- **Regulatory Risks:** Navigating complex regulations made maintaining compliant communication channels challenging.



Consumer Engagement Obstacles

- **Outdated Strategies:** Existing approaches didn't align with modern consumer preferences for quick, convenient interactions.
- **Delayed Payments:** Reliance on direct mail extended payment cycles, negatively impacting cash flow.

The Search for a Compliant, Effective Solution

To overcome their challenges, Harris & Harris sought a partner who could offer:



Expertise in Regulatory Compliance

Ensuring **all communications** met **industry regulations**.



Efficient Digital Channels

SMS and MMS solutions to **engage consumers** where they are most responsive.



Enhanced Consumer Experience:

Simplified payment processes to encourage **prompt, self-service payments**.

“ Compliance is essential to our operations, and Solutions by Text has been a vital partner in ensuring we meet those standards. Their expertise allows us to navigate challenges confidently and improve our overall collection outcomes.

Csilla Vaidos,

Director of Information Technology, Harris & Harris

Impact and Benefits

Powerful Outcomes from Text-Based Engagement

Over

400%

**return on
investment**

Significant Financial Gains

Every dollar invested in texting communications **yielded a 4x return.**

Validation of Texting Channel

Demonstrated the effectiveness of compliant texting **as a powerful revenue-generating tool.**

45%

**reduction in
non-FDCPA
debt letters**

Cost Efficiency

Dramatically cut expenses associated with traditional mailing.

Enhanced Consumer Alignment

Improved engagement rates by meeting the demand for **digital communication.**

**Doubling
self-service
payments**

Increased Adoption

Self-service payments soared from 20% to over 40%, reflecting consumers' preference for convenient, mobile-based options.

Improved Cash Flow

Accelerated payment receipt strengthened financial health.

Impact and Benefits (Cont.)

Powerful Outcomes from Text-Based Engagement

Revenue Growth

Without Additional Staffing

Operational Efficiency

Increased revenue streams without the need to hire additional staff.

Scalable Solutions

Demonstrated the ability to **handle increased volume efficiently.**

“ With Solutions by Text, we've streamlined our communication strategy and seen remarkable results. The increase in self-service payments and reduced reliance on costly letters has greatly benefited our operations.

Csilla Vaidos,

Director of Information Technology,
Harris & Harris



Technologies Harnessed for Success

How Harris & Harris Leveraged SBT's Capabilities



SMS Messaging

- **Timely Payment Reminders:** Quick, direct messages for upcoming payments.
- **Instant Updates:** Important information delivered straight to consumers' phones.



MMS Messaging

- **Branded Communications:** Messages featuring the company logo to enhance credibility and trust-driving engagement.
- **Detailed Information:** Expanded character counts to provide key payment details.



SmartURL®

- **Branded, Secure Links:** Directing consumers to payment portals through recognizable links within messages.
- **Simplified User Experience:** Streamlined payment processes encouraging prompt action.

Harris & Harris **transformed** their collections process through partnering with Solutions by Text.

The integration of SMS, MMS, and SmartURL® not only enhanced consumer engagement, but also delivered substantial financial benefits.

Key Achievements

- **400%+ ROI**
- **Doubling of self-service payments**
- **45% reduction in non-FDCPA debt letters**
- **Revenue growth without increasing staff**

The Solutions by Text and Harris & Harris partnership illustrates the significant value that compliant texting solutions bring to the collections industry—driving revenue growth, reducing costs, and improving customer engagement.

Transform Your Communication Strategy Today

Discover how Solutions by Text can help your organization achieve similar results.

Contact us today
to get started.

