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## Caine & Weiner Launches Newly Redesigned Website

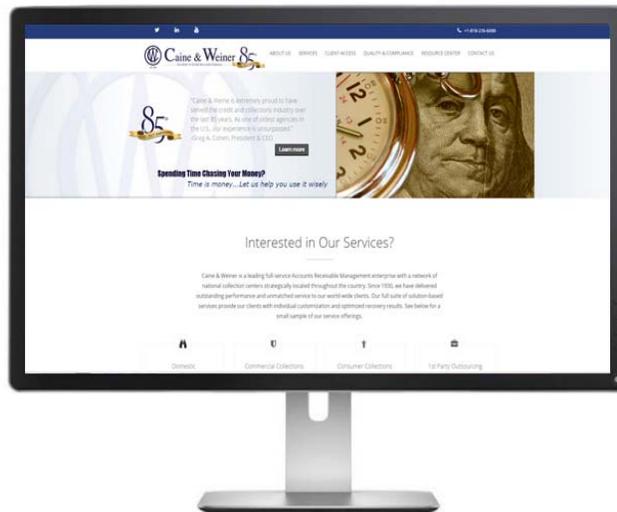
Caine & Weiner is proud to announce the launch of the newly, redesigned version of its website, [www.caine-weiner.com](http://www.caine-weiner.com), as part of the company's 85<sup>th</sup> anniversary celebration. Key features of the site include a cleaner, more attractive design, a more engaging user experience and enhanced navigation.

Also included in the redesign is a new live chat feature which allows prospective and current clients an opportunity to communicate with a client services manager in real-time. Other highlights include new alliance partnership information, Caine & Weiner's best-in-class client reporting tool, CW Connect, which allows clients 24/7 secure access to their account information, and the Experian Educator tool which offers credit education services.

The site's refreshed and simplified look, combined with enhanced content, improved search functionality, and optimization for mobile devices allows users to better interact with Caine & Weiner online.

"Our purpose for redesigning the Caine & Weiner website was two-fold: maximize the user experience by utilizing the most progressive technology available and update the look and content of the site to reflect Caine & Weiner's 85 years of experience in the accounts receivable management industry," said Greg A. Cohen, President & CEO.

**85** years of accounts receivable management experience all in one newly redesigned website...



Welcome to the new  
[www.caine-weiner.com](http://www.caine-weiner.com)



Click here to view





# How Mobile Technologies are Changing Debt Collection and Transforming Businesses

Source: Daniel Melo, Mobile Features



With the proliferation of peer lending, payday loans, and crowd-funding sources, today's borrowers have more options than ever when it comes to getting credit.

Indeed, a recent survey revealed that over half of bankers think that customers are now more likely to use alternate sources of credit. As such, banks can no longer be complacent – they must improve their customer service to maximize customer retention, particularly when it comes to collections.

Although the economy is on the rise again, demand for credit is still increasing, especially in the run up to Christmas. This, combined with the need for financial institutions to ingratiate themselves with customers, puts a lot of pressure on collections departments, which need to successfully communicate with customers, adapting and using new technologies to stay ahead.

### The new breed of debtor

The economic crisis of the past few years has created a new breed of debtor. These people have sometimes been dubbed "fallen angels" – people who used to pay their bills on time but lost their jobs or experienced other financial hardships that made them fall behind in their payments.

*Read more: <http://www.itproportal.com/2013/12/17/how-mobile-technologies-are-changing-debt-collection-and-transforming-businesses/#ixzz3mIVm4ccg>*

## Caine & Weiner Website Time Machine...see how CW has changed online over the years



2001



2006



2008



2015

[www.caine-weiner.com](http://www.caine-weiner.com)





Est. 1930

## The Importance of the Customer Experience in the Digital Age of Credit and Collections

*by: Joe Batie, Chief Commercial Officer, Caine & Weiner*



It is 2015. Like it or not, the world is going digital, especially within the credit and collections industry. Customer's expectations are higher than ever. They expect a highly positive digital experience in combination with outstanding customer service. Agencies are expected to collect as much as possible, as fast as possible and at the lowest cost possible all while using the latest technology and customer service standards. Not an easy task. So what differentiates those who have set the standard within the industry?

Best in class agencies, like Caine & Weiner, are continuously reevaluating their standards when it comes to technology, compliance and customer satisfaction to not only meet, but exceed customer's expectations. Some of those standards include the following:

**Engagement** – Customer's should be provided with a compelling value proposition and customer code of ethics/ standards.

**Timeliness** – Every interaction or transaction should be quick, easy, efficient and actionable. The technology used should be as optimized as possible with minimal effort required to rapidly accomplish a desired task (i.e., running reports, remittance, account placements, etc.)

**Superior Customer Service** – The customer service experience should be highly personalized and customized by always understanding the customers' context including their preferences, needs, interests, behaviors, locations, etc.

**Security and Compliance** – All digital interactions and operations should be safe and secure and comply with all quality control/compliance standards and policies. All data should be safe and secure with privacy and security integrated into the full end-to-end process by design. Security should be an integral part of the process without adding unnecessary extra steps which detract from the customer experience.

**Accurate/Timely Information** – Historical and real-time customer data and information should be readily available, instantly accessible and downloadable based on the customer's preferences and needs.

**Accountability** – Information should be made readily available for the customer to understand more about the company, its technical processes and services – including security of their transactions and the privacy of their data to assist them in making informed, educated decisions.

**CASE STUDY: [Click here to view an example of how Caine & Weiner implemented these standards which resulted in a customer success story.](#)**





# CREDIT ROUND-UP

2015 NACM Connect Credit Conferences



September 24-25  
NACM Upstate NY

October 7-8  
NACM Midwest

November 18-19  
NACM Great Lakes

## Caine & Weiner Will See You at the 2015 NACM Credit Round - Up Conferences

Caine & Weiner will be attending the following:

### NACM Midwest Conference 10/7-10/8

Joe Batie, Caine & Weiner's Chief Commercial Officer, is speaking at the NACM Midwest Conference on Thursday, 10/8 at 10:15am-11:30am as part of an educational session on:

**Creative Ways to Speak to Debtors** - In this open forum the panel and attendees will share ideas on communicating with debtors, especially when they aren't being communicative. Discussions will include building positive relationships before credit issues become full-fledged crises.

We hope to see you there! - [Click here to register](#)



#### Joe Batie, CCO - Caine & Weiner

With 27 years of ARM experience, most of which has been on the executive level, Joe is familiar with the executive management requirements of a successful enterprise, which includes strategic planning, business process design, reengineering & automation, performance management, accounts receivable outsourcing, talent assessment, sales team development and more. As Caine & Weiner's Chief Commercial Officer Joe oversees the Sales, Operations and Client Service Departments. Prior to his appointment to his present position, he was with two leading ARM enterprises as CEO of the North American location of an international group and Director of Operations, Commercial Services, respectively.



Caine & Weiner 85<sup>th</sup>  
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### Tell Us What You Think:

The Biz is Caine & Weiner's quarterly client newsletter. If you have comments or questions please direct them to the editor: **Carrie Heinrich, Marketing Director: [Carrie.heinrich@caine-weiner.com](mailto:Carrie.heinrich@caine-weiner.com)**