



Case Study

# Collection Agency's Revenue Skyrockets with VoApps DirectDrop Voicemail

## Challenge

FEDChex, based in Irvine, CA, provides Depository, Treasury and Risk Management solutions to businesses and financial institutions.

The company was having challenges increasing its collections revenue while also maintaining regulatory compliance. With a vast mobile inventory, FEDChex lacked the resources necessary to manually dial and leave voicemails on all of those mobile phones, thereby leaving potential revenue on the table.

FEDChex sought a solution which would help increase the number of payers it was able to reach each month for debt notification in order to boost collections revenue.

## Solution

This collection agency deployed VoApps' DirectDrop Voicemail Service to deliver compliant voicemails directly to payers' cell phones without calling the phone. With TCPA regulations limiting outreach to mobile phones, DirectDrop Voicemail was necessary to successfully reach payers while also maintaining compliance.

By deploying DirectDrop Voicemail, FEDChex can now deliver voice messages directly to the voicemail platform. No calls are made directly to mobile phones, thus enabling the company to remain compliant. The company consistently delivers tens of thousands of direct voicemails to payers each month.

## Success

FEDChex has experienced a seismic increase in the number of call-backs it now receives due to DirectDrop Voicemail. The company realizes a 16% call-back rate from voicemails delivered. Furthermore, the quality of the interactions has produced a significant improvement in the amount of revenue FEDChex collects each month, without driving up its own costs. In fact, the agency's collection results generated 44 times the cost of the voicemail deliveries. The solution has paid for itself more than three dozen times over.

To learn how VoApps can help your agency, or to schedule a demo, contact VoApps today at [855.737.1596](tel:855.737.1596) or [sales@voapps.com](mailto:sales@voapps.com).

### Company

**FEDChex**

### Industry

**Financial Collections**

### Problems

- Increase collections revenue while reducing cost and maintaining compliance
- Reach more mobile consumers

### Solution

- VoApps DirectDrop Voicemail Service

### Results

- 16% call-back rate
- 44x ROI in collections over cost of voicemail deliveries

“ Collections have soared since we started using DirectDrop. The investment has paid off in a big way. We now reach tens of thousands of mobile contacts with compliance.”

Michelle Kelley  
COO, FEDChex