

Collection Solutions

Production



RMS is able to utilize its knowledge of the publishing industry, its terminology, contract conditions and the printing process to successfully differentiate debtor stalling tactics from legitimate production errors. We then work to negotiate a resolution in a timely manner. RMS will:

- Review the claim against both the advertising contract and other relevant documentation, and refer back to the customer any legitimate claims
- Using our industry knowledge, carefully explain to the debtor their contract and financial obligations while arranging for payment
- Escalate the need for payment through various processes (e.g., intensify RMS procedures through litigation)

Expectations



Balancing the fact that you can't give a guaranteed ROI on advertising costs, the competitive nature of the publishing industry and the complexities of the rate card can lead to misunderstandings between sales and customers. RMS resolves this by:

- Distinguishing between what the debtor thought they were supposed to get versus what their contractual agreement stated
- Being adept at preserving the customer's relationship with the debtor while encouraging resolution and explaining the legal ramifications of non-payment
- Qualifying and explaining print industry contract details to resolve confusion

Cash Flow



Our knowledge of the publishing industry combined with our experience in business accounting practices and payment schedules allows us to understand the impact of cash flow issues. RMS provides:

- Experience at identifying those debtors who are truly facing a cash flow issue from those who are just delaying payment
- The ability to maintain sensitive customer relationships while escalating collection efforts
- A variety of collection services, from letter to call campaigns, with the capacity to escalate to litigation or specialized help in dealing with debtor's bankruptcy filings

Contracts



Publishing contracts and advertising pricing structures can be detailed and confusing. Often customers have never actually read through the contracts. RMS provides the industry expertise to explain to the debtor:

- The contract in detail and layman's terms, so the debtor will understand their payment obligation
- How to navigate the rate card, from insertion frequencies to color adders
- The rate changes, payment obligations and legal ramifications of contract changes and/or cancellations

Industry: Publishing
Solution: 3rd Party Collections, Attorney Collections, Bankruptcy Services
Results: RMS provided an excellent ROI and was given greater responsibilities as the company expanded

Summary

This top five publisher of directories, with over 475,000 advertisers, looked to RMS to increase their collections and improve DSO. RMS was asked to leverage their internal capabilities and knowledge of the litigation process to see if there was a way to increase recoveries while also improving customer service. By using RMS for these services, the publisher's Accounts Receivable Department would be able to focus on key customer issues.

Customer Profile



This 70+ year old company represents a total of over 900 directories doing business all across the United States. They have grown circulation by over 200% in 9 years by

expanding their reach and coverage within established markets while also acquiring smaller competitors.

RMS Solutions

RMS entered this business relationship knowing we had to prove that 3rd Party Collections can not only work, but that they will make a significant, positive impact to a company's financial bottom line. RMS achieved their goals with:

- Dedicated RMS associates educated in the terminology, processes, and contract language of the publishing industry
- Effective receivable treatment that minimized any negative impact on the client's relationship with their customers
- Customized solutions that were implemented for different account levels and geographic areas

"Customers are constantly impressed by our ability to understand the language and nuances of the publishing industry, and blend that seamlessly with our experience and knowledge in receivables, to significantly improve their recoveries and bottom line."

Marisa Thomas
Supervisor - Customer Care

Results

The significant success of RMS Collections to this company's bottom line elevated the entire program with RMS becoming an integral part of the company's annual financial planning. Collection success is so significant that it is now included in the company's annual financial forecasts, projections and business growth plans. Additionally, they have expanded their business with RMS to now include Bankruptcy Services.

- Over the 20+ years of servicing this account, the number of associates RMS has dedicated to this industry has increased by 250%
- Bankruptcy Services were added to address the immense volume of bankruptcy related mail received. Procedures include:
 - Reviewing accounts and prioritizing them for the process of filing claims
 - Submitting and tracking legal documentation
 - Providing attorney consultation and guidance
- The result is a consistent increase in recoveries from third party and attorney services as shown by this chart:

