



— CASE STUDY

How EXUS'
debt collections software
empowered First Bank
in introducing and
managing a new product
portfolio

FIRST
BANK

EXUS[®]



FLEXIBILITY IN PRACTICE: HOW TO INTRODUCE, CONFIGURE AND MANAGE A NEW PRODUCT PORTFOLIO IN A BEST-IN-CLASS DEBT COLLECTIONS SYSTEM

First Bank has been using EXUS Financial Suite (EFS) since 2006.

The system had been supporting all stages of delinquency, starting from early days in collections and up to legal processes, for all individual customers.

Up until today, the Bank did not manage the Business loans portfolios of Micro and SME customers. The creation of a collections strategy for such portfolios represents specific challenges as these customers usually have multiple loan accounts lodged under several contracts.

The decision of the Bank's management to integrate this portfolio in EFS, represented a challenge for the Collections Team and especially for the Business Administrator role.



THE BANK



First Bank SA, located in Bucharest, emerged as a result of the acquisition in April 2000 of Banca de Credit Pater from Budapest Bank (member of General Electric Capital Group) by Greek Piraeus Bank Group.

Since December 2000, Piraeus Group Romania established Piraeus Leasing, in 2006 - Piraeus Securities Romania SA and in October 2006 - Piraeus Insurance. On June 28th, 2018, Piraeus Bank Romania was acquired by JCF IV Tiger Holdings Sarl, an entity which is part of the group JC Flowers & Co. At the end of 2018, as part of a rebranding process, the company changed its name, becoming First Bank SA. First Bank SA offers a range of consumer, SME, Micro-finance and corporate loans as well as savings accounts.



THE NEED

The need was to create a full-fledged strategy, that would include:



MAPPING OF THE NEW PRODUCTS

mapping of the products in comprehensive and homogeneous product categories



CASE ASSIGNMENTS

decide on the way that assignments are going to be made and which will be the and priorities for such assignments, including recall rules



DECENTRALIZED ALLOCATION OF CASES

allocation of cases to Branches and other groups of users involved in the collections procedure



PROMISES AND SETTLEMENT PLANS

configure actions and promises and rules for monitoring their fulfilment



DOCUMENT TEMPLATES

design of templates for all SMS and Letters that are going to be sent to the customers, taking into account multiplicity of accounts and contracts.



First Bank's Business Administrator managed to design and deploy the new collections strategy using visual tools, without involving First Bank's IT department or EXUS, all in a matter of few days.



Taking as input the business requirements, the business administrator followed a step-by-step approach to ensure all entities were properly configured, based on the documentation provided.

“All parameterization has been created in **EFS** through its flexible business rules engine and visual strategy designer



ALEXANDRU BERCEA,

Retail Collection & Analytics Manager



“the initial training that we had on EFS permitted us to perform this task with confidence. EFS does not require any specific software engineering skills to perform the parameterization and design a strategy. The system offers visual tools which makes the configuration really intuitive and fast. The documentation helped us clarify terms and connections between the different entities. Designing a strategy certainly calls for attention to detail and perseverance. It is however important to rely on a software that allows you to control and evaluate every step of the process. It is also important for me, our Team and our Bank to know that we can implement new strategies from scratch within a few weeks. This permits us to improve our collections performance and achieve our objectives”.



AWARDS

2019 **CELENT**

XCelent Depth of
Customer Service

2016 **Gartner**[®]
(CEB Tower)

Best-in-Class System



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