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Uown
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How Uown Leasing, a Financial Services Company, Generated a **25X ROI** with Conversational AI-Powered Outreach Campaigns

Success in collections is about making it easy for consumers to repay using their preferred method and channel.

Uown Leasing achieved this by automating outreach campaigns with Skit.ai's Conversational AI technology, unlocking better collections, and solving major staffing and scale-related bottlenecks. With Skit.ai's technology, the company executed a successful settlement campaign, collecting over $100,000 without any agent intervention.

Company Profile ▼

100K+ accounts	**20+** offshore agents
CRM Proprietary	**$2,000** average account balance
$150-200 average installment size	

Key Takeaways ▼

25X ROI
on Skit.ai's Conversational AI solution

$500,000
worth of resolved accounts

$100,000
collected via Voice AI without any agent intervention

69%
payment automation rate without any agent intervention

Background

Uown Leasing, a lease-to-own provider based in Tampa, Florida, assists credit-challenged consumers in acquiring products through flexible, straightforward, lease-to-own payment options.

With a customer base exceeding 100K accounts and over half of their portfolio consisting of past-due accounts, the company sought an effective and scalable solution to engage with consumers.

DPD Account Distribution

DPD 1-60
24.0%

DPD 60-120
16.0%

DPD 120+
60.0%
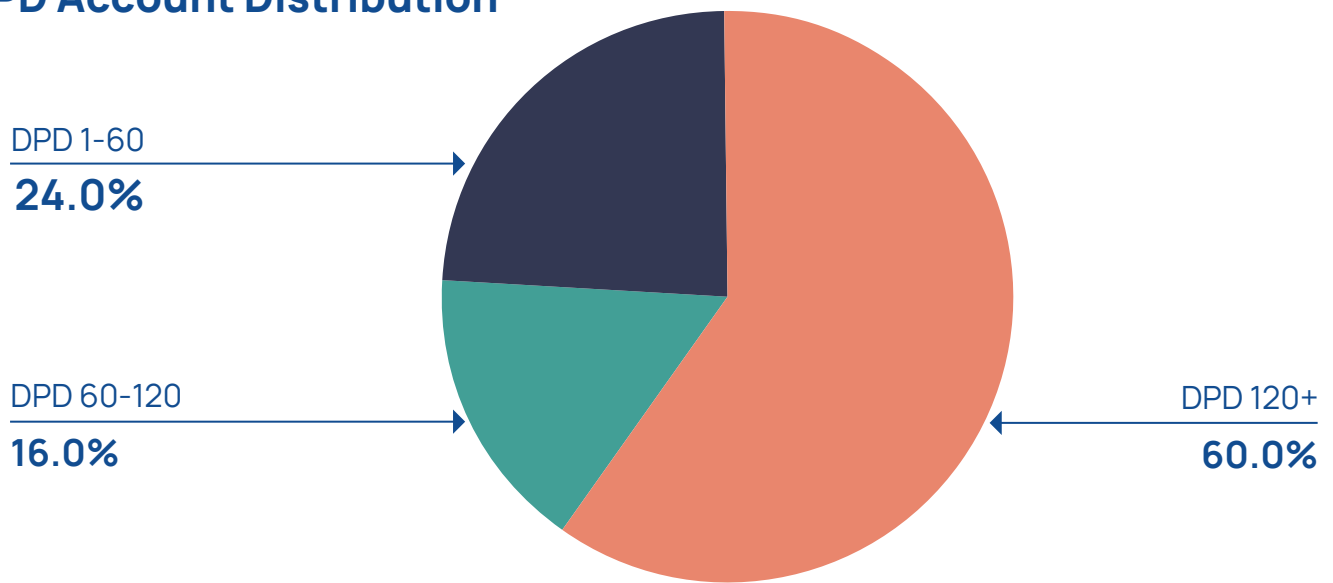
Core Challenges

Low right-party contact (RPC) rate

Limited agent bandwidth and productivity

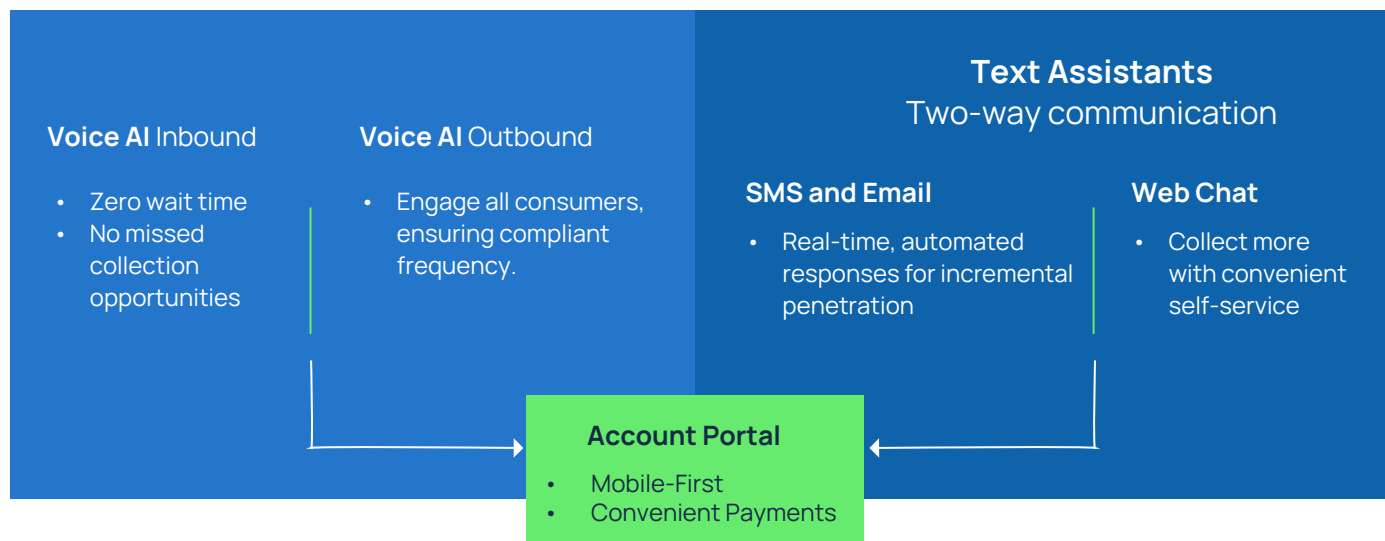**Low outreach frequency** in the DPD 0-30 bucket

Settlement campaign for post-charge-off accounts

One Conversation, Multiple Channels
End-to-end Collection Automation with 24/7 Availability

Voice AI Inbound

- Zero wait time
- No missed collection opportunities

Voice AI Outbound

- Engage all consumers, ensuring compliant frequency.

Text Assistants
Two-way communication

SMS and Email

- Real-time, automated responses for incremental penetration

Web Chat

- Collect more with convenient self-service

Account Portal

- Mobile-First
- Convenient Payments

Skit.ai configured its Conversational AI solution to match Uown Leasing's needs. Below are the main configurations:

- **Conversational Messaging:** adapted to the company's preferences.
- **Channel Selection:** The company selected Voice as its preferred communication channel.
- **Payment Methods:**
  - **Card-on-file:** Payments are processed on-call without any agent intervention if the consumer has given the confirmation to process the card-on-file.
  - **Payment via text:** The consumer receives a text message with a payment link directing them to a secure and mobile-friendly payment portal.
  - **Agent Transfer:** A live agent transfer is facilitated, connecting the consumer with an agent to process the payment

Continuous Optimization

During the deployment, the company realized that prioritizing card-on-file payments increased the technology's conversion capabilities by

75%—a 3X ⬆

increase.

Why They Chose Skit.ai ▾

▶ **Best-in-Class Technology**
- Generative AI-powered mutlichannel solutions
- Access to the latest and most advanced product offerings

▶ **Ease of Use**
- Minimal IT lift
- Easily configurable

▶ **Domain Expertise**
- Custom-built specifically for the collections industry

▶ **Go-live Time**
- < 48 hours

▶ **Flexibility**
- Choose who to contact, when, and via which channels to optimize consumer engagement.

▶ **Customer Success Team**
- A dedicated team devoted to ensuring your success

▶ **Pricing**
- Consumption-based pricing
- Minimal starting cost

Adoption ▾

The implementation of Skit.ai's solution focused on solving multiple challenges simultaneously by devising strategies for different account buckets.

▶ **Compliance Strategy**
To ensure compliance with the applicable regulatory requirements, the campaigns were executed on accounts whose users had provided consent.

▶ **Collection Strategy**
- **DPD 0-30 Days Accounts:** We processed the DPD 0-30 account segment with the outbound Voice AI solution, as this approach would increase agent efficiency and collection rate by automating the most repetitive and low-value tasks.

- **Charged-off Accounts:** We implemented a persistent settlement campaign on charged-off accounts with total account penetration. Skit.ai's voicebot negotiated with consumers to reach settlements in line with Uown Leasing's strategy, achieving better collections. The campaign was launched in February 2024 to maximize collections and take full advantage of tax season.

- Tech Innovation Strategy
  - **Right-Party Contact:** From various alternatives, the client chose the optimal authentication method for its consumer base to enhance its RPC rate.
  - **Maximize Collections:** End-to-end automation of the collection process was achieved to reduce the cost of collection, reduce agent dependence, and consequently maximize ROI.
  - **Seamless Integrations:** Skit.ai was required to integrate seamlessly with the company's native CRM, where the card-on-file data was stored.
  - **Geo-Tagging:** As Uown Leasing's customer base is spread across different states and time zones, it was important to keep campaign timings in mind to ensure compliance with federal and state regulations. Skit.ai's outbound campaign manager automatically considers call timing by geo-tagging consumers based on zip code and area code.

- Agent Portal
  Agent Productivity: Skit.ai's agent portal logged the context of each call, and mapped the customer journey, leading to faster resolution and expedited collections.

Outcomes and the Road Ahead ▼

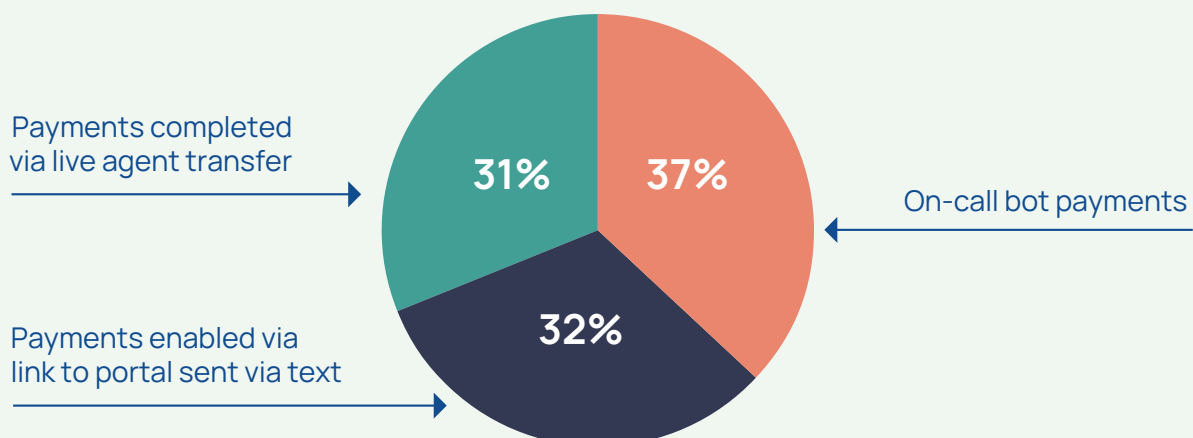Skit.ai's Voice AI solution collected over **$100,000** without any agent intervention, resolving accounts worth more than $500,000. Based on the technology investment and the hours spent by the live agents assisting consumers and processing transactions, the company estimated an ROI of 25X.

25X ROI	$500,000 worth of resolved accounts	$100,000 collected via Voice AI without any agent intervention
	The total value of the accounts assigned to Skit.ai for processing	Skit.ai's solution was able to collect $100,000 from consumers, achieving end-to-end automation of the collection process.

69% Payment Automation Rate
Skit.ai was able to successfully automate most payments, either on-call or via the payment portal.

Payments completed via live agent transfer → 31%

On-call bot payments ← 37%

Payments enabled via link to portal sent via text → 32%

Post-Due Campaigns

▶ **2X Connectivity Rate**

The higher number of touchpoints helped double the connectivity rate to 35%.

▶ **3X RPC Rate**

Well-timed calls, the right messaging, and redials resulted in a 3X right-party contact boost, which reached 25%. Thanks to the solution's scalable nature, the creditor was able to service 50K+ accounts per month.

▶ **80% Promise-to-Pay (PTP) Kept**

80% of consumers who expressed a promise to pay kept the promise and completed their payments.

▶ **69% Agent Independent Payments**

We can also see from the below graphic that with voice and text, Skit.ai was able to automate over 2/3rd of payments without an agent intervention.

Complete Payment Automation

Unverified Payment Status
14.0%
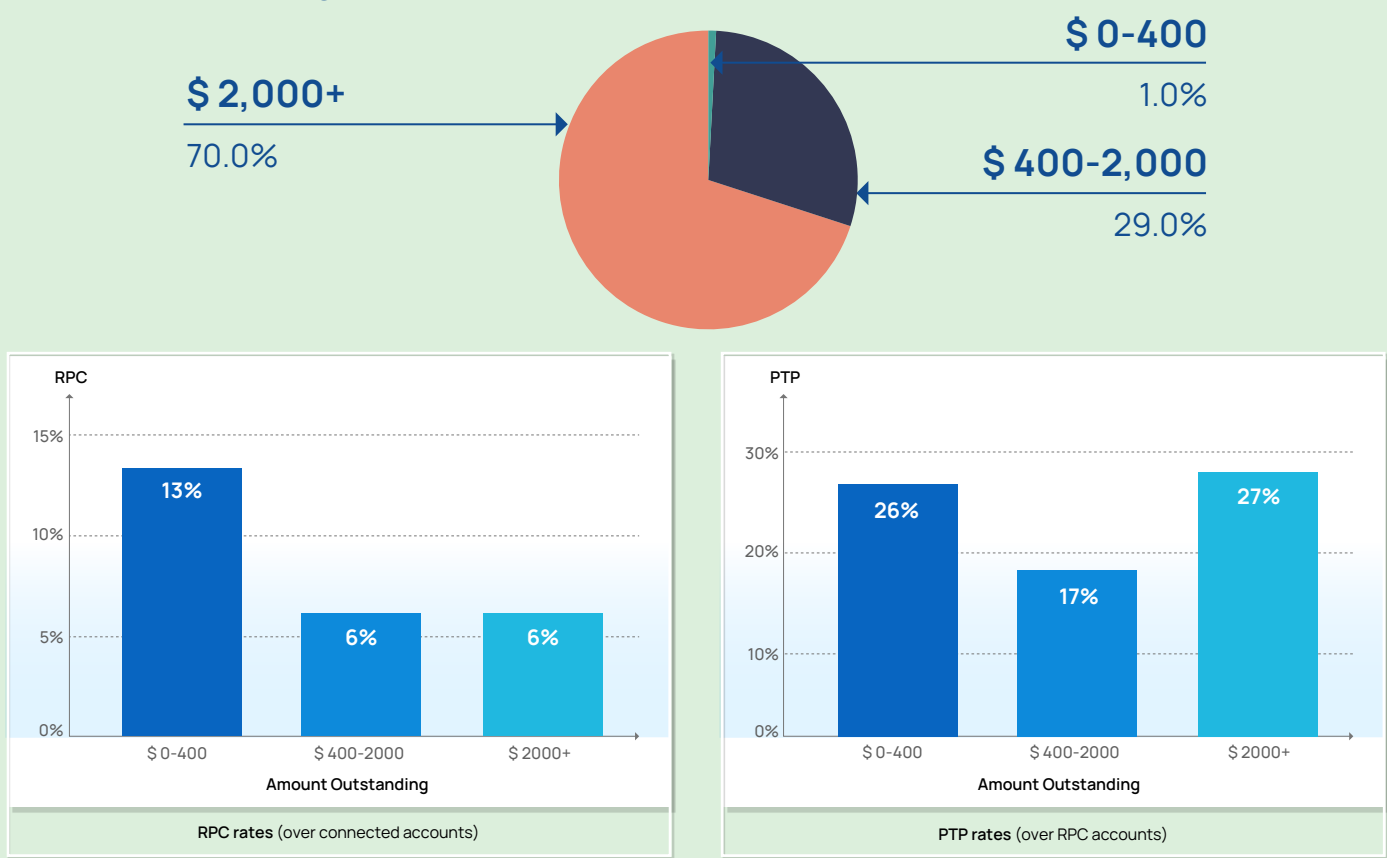
Agent Transfers
17.0%

Payment Automation
69.0%
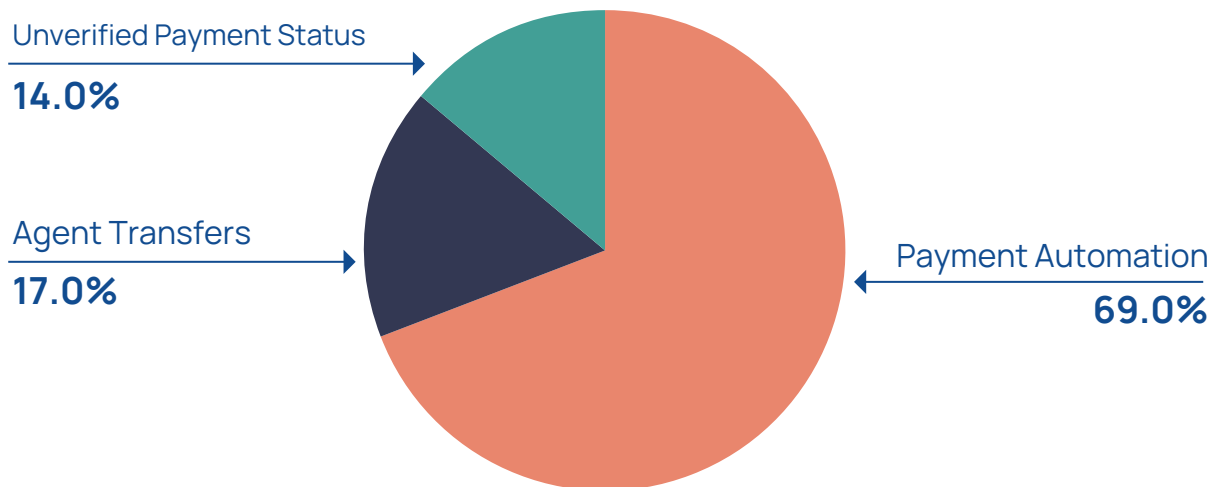
Settlement Campaign

Among the segments based on account value, accounts above $2,000 achieved the highest collection rate. For creditors aiming to expedite their collection process, segmenting and prioritizing high-value accounts is advantageous. Additionally, creditors can continuously monitor consumer behavior and adjust their strategies accordingly.

Debt Portfolio Segmentation:

$ 2,000+
70.0%

$ 0-400
1.0%

$ 400-2,000
29.0%

RPC

RPC rates (over connected accounts)

Amount Outstanding	RPC
$ 0-400	13%
$ 400-2000	6%
$ 2000+	6%

PTP

PTP rates (over RPC accounts)

Amount Outstanding	PTP
$ 0-400	26%
$ 400-2000	17%
$ 2000+	27%

The Road Ahead ▾

The future of collections is multichannel and AI-powered. Uown Leasing is looking forward to going multichannel and deploying Skit.ai's GenAI-powered SMS solution to boost collections further.

❝ We were seeking a way to boost collections cost-effectively and without the need to add additional workforce. We began by leveraging Skit.ai to run a settlement campaign during tax season this year, with the technology adapting to our seasonal needs and business model. I don't think technology will eliminate people, but having the right point of intersection between technology and human capital is how you can scale operations and make your business successful.

Daniel Klein
CEO of Uown Leasing

Request a Demo

Skit.ai is the leading Conversational AI company in the accounts receivables industry, empowering collection agencies and creditors to automate collection conversations and accelerate revenue recovery. Skit.ai's suite of multichannel solutions—featuring voice, text, email, and chat in both English and Spanish, powered by Generative AI—interacts with consumers via their preferred channel, elevating consumer experiences and consequently boosting recoveries.

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