

How High is “UP”?

by Mark Beach

Setting a new standard requires vision. Executing vision requires talent, resources, and a sound strategy. In the early 90's I joined my 1st agency and had the responsibility of forming a new department, foreign to most of our management team, supplemental pre-claims for student loans. Fortunately, I had managed a student loan collections and claims department for a major lender in Phoenix and therefore, understood fully the options available.

The project wasn't about collecting money. It was about curing delinquencies. As a result of my experience, we were able to come out of the gate strong. Statistics weren't provided for 6 months but when they came out, we were #1 of 6 agencies, and not just #1, but #1 like the Cardinals beat the Panthers in the playoffs #1...dominant. It took the other agencies a year to come close, but our seasoned staff had an edge and with each month, their expertise grew and secured our position.

We changed the rules.

The same holds true today in the software business. For a long time, customers were happy with facelifts and a few new widgets here and there. **Technology has surpassed the vision of most software vendors** and now it's time to play catch-up. Our software, **CSS IMPACT!** is built to leverage today's technology *today*. While others struggle to stay in the race, many agencies have realized competitive gains by making the switch to a modern vision of what software should be...and do...provide real-time tools with instant information delivery, intuitive Business Intelligence gathering capabilities to allow environments to adapt and do more with less, and overall, to improve competitive results and win additional business.

In today's business climate, liquidation rates are down, placements are up, and all agencies need, no, require, a vendor partner who is nimble and responsive. They need a software SOLUTION, not a software provider. They need someone who is constantly thinking how high “up” can be....not someone resting on the success of their past.

How high is *YOUR* “UP”? Where do you want to be a year from now? The solution is here.

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