



WHAT DOES YOUR CUSTOMERS' ACTIONS MEAN?

Your customers' actions are the most important factor in determining the appropriate credit and collection decision. At **C2C Resources**, we have developed solutions that give you the edge in managing your customers' actions.

CUSTOMER ACTION	WHAT IT MEANS	C2C SOLUTIONS
<ul style="list-style-type: none">• Applies for credit	<p>This is the time to make decisions and requests to minimize your bad debt expense.</p>	<ul style="list-style-type: none">• Info Search• Credit Application Completion and Verification
<ul style="list-style-type: none">• Payment is past due• Late or unfounded dispute• Breaks promise to pay• Makes partial payment• Does not return phone call or respond to 1st demand letter	<p>Your customer may be headed for trouble or just trying to see how far he can stretch your policies. Early and consistent follow-up will get you paid but also identify the real problems. Even if your customer is headed for trouble, he still has hope for his business and it's your goal to make your company a priority while there is still some money.</p>	<ul style="list-style-type: none">• Utilize Profit Maximizer to effectively manage your in-house recovery efforts• Request 10-Day Demand Service• Transfer customer to ARM Program
<ul style="list-style-type: none">• Breaks second promise to pay• Fails to return phone call after second left message• Ignores Final Demand or 10-Day Demand Letter• Claims cash flow problem with no reasonable payment plan• Fails to make NSF check good with certified funds	<p>Your customer's actions clearly show that he is in financial trouble or just doesn't care. For those in financial trouble, it means that at best they can pay some but not everybody. You need to move quickly to make sure the money they owe your company is at the top of the priority list.</p>	<ul style="list-style-type: none">• Unleash the power of the InfoMax Collection System
<ul style="list-style-type: none">• Does not respond to collection agency efforts but has the ability to pay and balance is sufficient to warrant suit	<p>Be selective on which accounts you pursue. A judgement with no assets means you waste your time and money.</p>	<ul style="list-style-type: none">• Take advantage of the Legal Forwarding Edge. A solution that doesn't reward your agency for failure