

## Reach customers where they actually respond

### Challenge

Fragmented contact strategies lead to low engagement and inconsistent customer experiences

### Solution

FitComms for Debt Manager

### Outcome

**90%**  
of  
communications  
automated

**5%**  
lift in successful  
contacts

## Use the channels customers prefer

65% of customers prefer to receive account information via SMS, and SMS messages are read 98% of the time. FitComms lets you deliver personalized messages via SMS, email and more, so you can reach customers in the places they naturally check.

FitComms is Debt Manager's centralized digital communications service for orchestrating SMS, email, and other digital outreach from one place.

### Overcome the limits of phone-first strategies

Four out of five customers won't pick up calls from unknown numbers, making voice-only outreach increasingly ineffective.

FitComms centralizes contact history and collections data so communications stay seamless, personalized, and consistent across digital and in-person channels—matching what today's customers expect.

### Let performance data guide your next move

FitComms provides real-time insight into deliverability, response rates, and other mission-critical metrics for every campaign.

Teams can see which messages, channels, and timings work best and adjust strategies continuously to improve collections performance.

## One hub, zero silos

### Route, track, and resolve from a single hub

Running multiple communication platforms creates complex integrations, siloed data, and inconsistent strategies.

FitComms offers a centralized alternative for Debt Manager users, making it easier to configure, adjust, and measure contact strategies in real time.

### Automate the right message at the right moment

- Configure the system to send an SMS or email based on any action or event.
- Set triggers, choose templates, and use tokens to personalize outreach at scale.
- Build and test templates, then see performance results in real time to refine quickly.

### Respond to customer engagement in real time

- Notify customers of payments, payment plans, failed transactions, and more as they happen.
- Follow an unanswered call with a timely SMS or email prompting the customer to contact the call center.
- Integrate proactive reminders at key milestones and tailor templates for individual or joint accounts.

**“We asked the Debt Manager team for a communications tool. And boy, did they deliver.”**

**Senior Risk Manager,  
LAC Bank**

### Measure what works and plan with confidence

FitComms centralizes communication data and insights to drive smarter collections decisions.

With a complete, real-time history of every contact attempt and outcome, it becomes the single source of truth for all communications performance.

Learn more at [inquiries@crsoftware.com](mailto:inquiries@crsoftware.com)