

Optio Solutions Multi-Channel Communications

Get the right message to the right person, at the right time, in the right method of communication.

What is Multi-Channel Communications?

Multi-channel communications is the practice of interacting with consumers using a combination of communication channels (mail, phone, email, text and chat) and enabling them to take responsive action — preferably to make a payment — using the channel of their choice. Simply stated, multi-channel communications are all about choice.

Why Use Multi-Channel Communications?

The consumer experience is one of our most powerful competitive differentiators. We believe the consumer experience is a representation of our client's brand, whether their interactions with us are over the phone, or via another channels.

How Can Multi-Channel Communications Help You?

Our Multi-Channel Communications offer clear messaging, self-servicing options, and calls to action that encourage favorable consumer responses, website visits and payment plans.

Online Consumer Portal

Our Online Consumer Portal is a self-help resource where consumers can:

- View account details
- Make payments or setup payment offers
- Negotiate monthly payments for full balance
- Exchange documents with ability to e-sign
- Send questions/feedback
- Create a profile



What Are the Advantages of Multi-Channel Communications?

Optio's Multi-Channel Communications offer a seamless customer experience as well as a convenient, effective way to communicate with consumers.

>> Letters

Letters are a collection tool that provides account information to consumers via the US Postal Service.

>> Phone

Phone calls offer professional communications that help consumers achieve resolution of their accounts.

>> Email

Email is still preferred by many people, with advantages including paperless, easy referencing, simplicity, mobile connectivity, and global access.

>> Text Messages

Texting allows for easy communication with consumers. It's fast, high priority, mobile, concise, conversational and most importantly, it gets read. Over 292 million people in North America use texts — that's 80% of the population!

>> Live Chat

With chat, customers don't have to spend time searching for contact details or email addresses. They simply land on our website and launch a session. Chat is also convenient. Rather than waiting on hold listening to awful music or for an email response, chat offers an instant connection.

Contact us today at 612-812-5986 to learn how Multi-Channel Communications can help your organization.

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