



# Collections Outreach Templates

MESSAGING MATTERS

Jump start yours with our handpicked emails

## Introduction

Through all the discussions about the processes, tactics & technologies that can be employed to improve collections operations, something essential is easily forgotten.

In the end, it's the words we use that matter. It's the feeling that a customer experiences when reading through a collection email that will decide if the outcome is a fast payment made - or a flight or fight response.

Don't leave that to chance. Effective & personalised messaging at scale is possible by combining the latest findings in Behavioural Economics and Psychology with cutting-edge machine learning and automation.

To get you started, here are four email templates that you can use today to boost your collection rates and shape the customer experience. Each message is infused with a Behavioural Science concept, a "Nudge", and was handpicked by our team!



## Email Touchpoint 1: Loss aversion

Hello {{first\_name}},

We hope you are well! Unfortunately, you still have an open payment of {{Amount\_Due}} with us. This amount has been overdue since {{Due\_Date}}.

Please transfer this amount as soon as possible to not lose the opportunity to resolve the claim without dunning fees.

You can view your options here and settle the open amount conveniently online:

[Pay Now](#)

Alternatively, the classic bank transfer to the following account is also possible: {{Transfer\_Details}}

Kind regards

## Email Touchpoint 2: Social Proof

Hi {{first\_name}},

Unfortunately, we still haven't received a payment of {{Amount\_Due}} from you. This has been due since {{Due\_Date}}. If there is a reason for this delay, please let us know.

We have contacted you in the hope that we can resolve this request with you. Almost all customers react at the latest after the second reminder. Therefore, please transfer the outstanding amount again as soon as possible.

You can view your options here and settle the open amount conveniently online:

[Pay Now](#)

Alternatively, the classic bank transfer to the following account is also possible: {{Transfer\_Details}}

Best regards,

## Email Touchpoint 3: Anchoring

Hello {{first name}},

Despite multiple requests, we still haven't received any feedback from you. Your outstanding payment of {{Amount\_Due}} is still pending.

Ignoring it only makes the problem worse. Delaying payment can increase an initially small amount by 200% and more due to dunning fees that continuously pile up. You can easily prevent this by being proactive!

Just conveniently pay the open amount here online or select options to help you go through financial hardships:

[Pay Now](#)

Alternatively, the classic bank transfer to the following account is also possible: {{Transfer\_Details}}

Many Thanks,

## Email Touchpoint 4: Reciprocity

Hello {{first name}},

After several contact attempts on our part, your open payment of {{Amount\_Due}} is still pending with us.

So far we have waived reminder fees for you because we assumed that you did not willfully withhold payment. If there are any extenuating circumstances, please extend us the same courtesy, and help us clarify them together. Otherwise, please transfer your payment as soon as possible.

You can conveniently pay the open amount via this link online:

[Pay Now](#)

Alternatively, the classic bank transfer to the following account is also possible: {{Transfer\_Details}}

Kind regards,

## What's Next?

The content pieces we picked are meant to be usable for many different situations. But it's important to tailor your outreach to the customer segment that you want to reach.

Create customer segments defined by demographic variables such as age, gender and region but don't stop there! Behavioural data like past payment history can really create an optimised experience.

Play with these templates and adept them to your needs! For example, you can use more nudges and embed them into your customers' context. Curious? [Just visit our in-depth blog post on this topic.](#)

[Get in touch for a live demo](#) of how you can drive increased cash recovery by over 15% in the first month using receive.

receive 

receive is a fully customizable All-in-One Platform for Collections & Recovery. We simplify the growing complexity of data and systems and empower in-house teams to easily automate processes, engage customers and apply 360° insights to maximize recovery and minimize risk across every stage of credit management - from pre-delinquency to portfolio assignment or sale.

One Platform. A perfect balance of ease-of-use and power, receive's cloud-native, no-code platform is fast to deploy, simple to manage and easy to customize and expand. Bring together intelligence, strategy and operations in one place.

Visit us at [receive.com](https://www.receive.com)