



TRMA FALL CONFERENCE AGENDA

Atlanta, GA • September 28-29, 2010
"Better Together"

Tuesday, September 28, 2010

1:00 PM –
1:15 PM **Welcome**

1:15 PM – **Keynote – Listening Between the Lines: Effective Communication Tools for Today's
2:15 PM Risk Manager**

Presenter: Jeff Tobe (Sponsored by I.C. System)

There is a real difference between an outstanding manager and a WORLD CLASS LEADER in the risk management profession today! One of the common threads among world class organizations is their ability to communicate both internally and externally and to do it empathetically. Effective communication is our most powerful communication technique when it comes to designing and implementing the ideal customer experience and yet, it is probably the best kept secret of the top organizations in the world. In his usual upbeat, entertaining and content-driven style, Certified Speaking Professional Jeff Tobe returns to TRMA to encourage participants to gain the 'edge' that will take them to the next plateau in this crazy profession as it continues to change.

2:15 PM – **Improving Debt Collection Performance with Speech Analytics**

3:00 PM **Presenter: Jeff Schlueter, Nexidia**

In today's challenging economic times, achieving payment can be more difficult than ever. Success comes from having top agents who use best practices in their interaction with debtors. Current methods for reviewing performance, including random call monitoring, are inefficient and lack the complete information needed for evaluation.

This presentation will show how speech analytics revolutionizes the process. By being able to index, search and analyze content from all of the recorded conversations between agents and debtors, and integrate this audio data with database-driven data from the company's collections systems, a detailed performance statistic on every debt collection agent can be achieved. Now debt collection companies can monitor calls to enforce compliance processes, identify agents that can benefit from additional training and share best practices from collectors who are highly successful.

3:00 PM – **Break – Sponsored by Penn Credit Corporation**
3:30 PM

3:30 PM – **How Consumer Ability to Pay Optimizes Collections Analytics**

4:15 PM **Presenter: Ryan Callahan, IXI Corp**

Collections and risk managers are under tremendous pressure. Consumers have record levels of delinquent debt yet have decreased liquidity due to depressed markets and high rates of unemployment. As a result, collection departments are faced with falling recovery rates and the need to compete for every consumer dollar.

Understanding which consumers have the financial ability to pay their debts is a vital component of optimizing analytics for telco, wireless and pay-tv providers. In this session, we will explain how telco, wireless and pay-tv collection departments can improve their analytics by enhancing their models with a measure of household ability to pay that is based on the current financial position of delinquent households. With this data, companies can better prioritize their collections' efforts on those households that have the ability to meet their financial obligations, as well as improve channel management and offer appropriate concessions based on estimated household ability to pay.

4:15 PM – **Fraud Panel**

5:00 PM **Panelists: Matt Dodson, Neural Technologies; Randy Zechman, NeuStar; Tom Walker, Subex**

A fraud panel of leading Fraud Management solution experts to discuss the latest in fraud schemes, countermeasure strategies and FMS developments for the Telco, Wireless and Pay TV industries.



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5:00 PM –

5:30 PM **For Business Affiliates – New Scorecard Review**

Tim Maciejewski, AT&T, Business Affiliate Relationship Committee Chair

6:30 PM –

10:00 PM **Special Event Reception – Sponsored by Experian**

Wednesday, September 29, 2010

7:30 AM –

8:30 AM **Breakfast - Sponsored by Varolii**

8:30 AM – **Marketing to High Risk Customers Panel**

9:15 AM **Panelists: Jeff Sporn, Equifax; Keir Breitenfield, Experian; Michelle Wheeler, ID Analytics**

This panel will focus on marketing to, acquiring and managing customers that fall into high risk segments namely subprime, underbanked and emerging markets. Each panel member will focus on a specific area of the consumer lifecycle, discussing trends, technologies and strategy to assist organizations with turning a risky population into a more profitable population. Learn how to approach acquisition and account management from a risk-based perspective and understand best-practices in optimizing resource allocation, preserving customer experience, and preventing unnecessary losses.

9:15 AM – **Benchmarking Updates**

10:15 AM Hitachi Consulting will present findings from the recently completed 1st Half 2010 TRMA Benchmarking Study. The presentation will include a summary of industry wide credit, payment & collection statistics, comparisons among industry segments and business implications that result. The study includes application and decision metrics, payment and channel metrics, accounts receivable statistics and various write-off and recovery measures. Future plans for the benchmarking program will also be presented and feedback will be sought on new directions for TRMA benchmarking. Please join us for highlights from the study, take away performance improving ideas for your organization and help us plan for future TRMA benchmarking efforts.

10:15 AM –

10:30 AM **Break**

10:30 AM –

11:15 AM **Regulatory Update**

Presenters: Valerie Hayes and Martin Sher, ACA International

The ACA will present an update on regulatory impacts to the telecommunications industry.



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11:15 AM – **Collection Floor Panel**

12:00 PM

Panelists: Gordon Beck, DCI; John Fisher, West Asset Management; TBD – Enhanced Recovery Corporation

In this session learn from a few of our collection agencies about different ways to incent your collectors to collect more money for our clients. Agencies will share with us collection floor atmosphere that include motivation, environment of the collectors, bonus and contest ideas, engagement, culture and general basic fundamentals on the most proactive ways to get the money from people that owe telecom debt. Take away some ideas that you can use in your own pre and post charge off shops to motivate your people to do an otherwise very tough job.....COLLECT THE MONEY!

12:00 PM- **Lunch - Sponsored by Link2Cell**

1:15 PM

1:15 PM – **Panel – In-house vs. Outsourcing**

2:00 PM

Moderator: David Schieszer, Southwest Credit

Panelists: Chuck Stigers, T-Mobile; Chris Wilkerson, Time Warner Cable; Tim Plummer, Cincinnati Bell

To Out-Source or not to Out-Source, that is the question.... Every business faces the challenge of whether or not they should perform particular services themselves or out-source to a particular vendor. One of the main draws to outsourcing used to be cost savings, but what other factors need to be considered? Branding, process efficiencies and strategic growth are now factors that must be considered. During this panel discussion we will explore the decision making process that creditors face when making the choice to keep processes internal or source them to a vendor as well as how to determine if the services are completed in First Party or Third Party structures.

2:00 PM – **Round Table discussions**

2:45 PM

Attendees will break into smaller groups for open, robust dialog regarding topics in Collections, Credit Policy, Fraud, Regulatory, and Compliance. In addition to these discussions, each table will discuss topics of further interest to be explored in greater detail at the Spring TRMA conference.

2:45 PM – **Break – Sponsored by SoundBite**

3:15 PM

3:15 PM – **Round Table Read-Out**

3:45 PM

3:45 PM – **Keynote – Ricky Kalmon: Stage Hypnotist & Motivational Speaker**

4:45 PM

Presenter: Ricky Kalmon (Sponsored by ERC and Southwest Credit)

Ricky Kalmon's high-energy and exciting show has redefined corporate entertainment. Always tasteful, always hilarious, but never predictable, no two shows are alike. The most requested stage hypnotist in the country, Ricky Kalmon knows how to melt the ice, break barriers, increase team communication and turn your event into a memorable, interactive one.



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- 4:45 PM **Closing Remarks and Raffles** – Sponsored by NCO Group
Turn in your speaker and facilities surveys for tickets to be entered into raffles for great prizes. Past prizes have included DVD Players, GPS systems, digital photo frames and digital cameras. Stay tuned for the next great prize! You must be present to win!
- 5:30 PM – **Networking Cocktail Reception**
7:30 PM Sponsored by Credit Protection Association

**** Please silence cell phones, pagers, etc., during the conference sessions ****