

TRMA

NEWSLETTER



SAVE THE DATES!

In-Person Once Again!
Save the Dates
October 18, 2022 - Evening Reception
October 19-20, 2022 - Education
The Brown Hotel, Louisville, Kentucky



TRMA is thrilled to announce our Fall 2022 Meeting will be in-person once again! Join us October 18-20 in Louisville, Kentucky. We are looking forward to building on the energy, excitement, and camaraderie from our time together in San Diego by presenting another line-up of engaging educational sessions and fun networking opportunities. It's also TRMA's 25th Anniversary Celebration!

Keep an eye out for our call for speakers and registration info in the months ahead. In the meantime, consider becoming a [Fall Meeting Sponsor](#)!

IN THIS ISSUE

President's Update.....2

From the TRMA Office.....3

From the Committees.....4

Spring 2022 Meeting
Recap.....6

New Member Profiles.....9

Spring 2022 Meeting
Sponsors.....13



PRESIDENT'S UPDATE

Hello!

Fellow Telecommunications Risk Management Association Members (TRMA). What a perfect time it is to be a member of TRMA. As we move slowly out of the impacts of Covid 19 and its many variants and all the many pressures our economy are experiencing - TRMA affords us all the opportunity shape our industry to think differently, improve our craft and build better strategies via sharing information with your peers, our solution providers, and engaging in committee work within the association. We did just that at our Spring Conference.

For those that were able to attend our Spring Conference in San Diego, thank you for your support of the Conference. The Conference was a success in all accounts! I cannot begin to thank the Business Affiliates enough and our Title Sponsors for their financial support of the event: Experian, FICO, Equifax, Symend, TransUnion, COI, Complete Recovery, DebtNext Software, Eastern Account System, I.C. Systems, NeuAnalytics, RPM, and Sequium. At the Conference, I observed teammates introducing themselves for the first time, many new relationships forged, a major rekindling of all friendships and business relationships and business opportunities discussed. What I believe we all got from the Conference is new information about fraud, acquisition strategy, a review of economic conditions, spotlight on new Regulation, better ways to communicate to customers and a sharing of collection strategy. The speakers should all be proud of the delivery, and content they provided. This Conference set us on a path to help re-imagine the future direction of our Association.

Through your feedback, the efforts of our committees, and our newly elected Board we have begun the work necessary to achieve a new experience.

We will: Leverage the use of Social Media (Communications), Improve the Industry Benchmark Survey (BM Committee), and Identify a task force to reimagine our value statement, vision, and mission statement.

Other activities occupying the Board's mind are expanding the voting membership, developing a leadership track at the fall conferences, and a heightened focus on Regulation.

Looking ahead, October 18-20, 2022, is our Fall Conference in Louisville, Kentucky. Our Fall Conference will be focused on Regulation, Acquisition, Collections, Economic Conditions, and Fraud.

John Craven
TRMA President



John Craven
TRMA President

Enterprise Director of Center
of Excellence Receivables
Management, Cox
Communications



FROM THE TRMA OFFICE

Hello TRMA,

Seeing some you at the conference in San Diego was energizing. I had the opportunity to talk to you and learn along with you at some of the sessions. For those who were there, I want to thank you for your support, in particular our sponsors. I'd also like to thank Kate Fries and Michael Van Kerckhove. The TRMA staff did a great job in making sure registration and logistics went smoothly.

Looking forward, we are very excited about our Fall Conference in [Bourbon City®, Louisville, KY](#). Louisville has a lot to offer:

- Direct flights to 36 cities
- 10 distilleries
- 2,500 restaurants
- Was just named one of "America's Friendliest Cities," "America's Most Underrated Cities," "America's Favorite Cities for Food," and "America's Favorite Cities Overall" by *Travel + Leisure*.

[The Brown Hotel](#) will be our hub. The hotel is listed on the National Register of Historic Places and is centrally collated with easy access to most in-demand destinations, including historic places, theaters, and nightlife. The hotel also holds the coveted AAA Four Diamond rating. This rating is awarded because of its setting, service, and style. You're not going to want to miss this event.

One last thing to cover in this newsletter. A lot of you have been used to working with Michael Van Kerckhove and interacting with him. Unfortunately for us, Michael will be transitioning off TRMA in the coming weeks. We thank Michael for all his contributions to the organization. Joining the TRMA team is Ryan Ray. She is working with Michael to ensure an easy and smooth transition. Welcome, Ryan!

Thank you for being members, sponsors, and committed members of TRMA.

Jose F Segarra, MNA, CAE
Executive Director

TRMA'S MISSION

TRMA is a professional resource that is sought by industry leaders. It is a growing, diverse, and global organization that delivers quality information forums and strategies relevant to our members' changing and dynamic industries. The mission of TRMA is to promote cooperation within the Telecommunications, Pay TV, Utility, Waste Management, and other industries to effectively balance risk while reducing fraud and uncollectibles for the benefit of our industry and paying customers.

For content ideas, and to join the committee, contact the Communications Committee Chair:

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FROM THE COMMITTEES

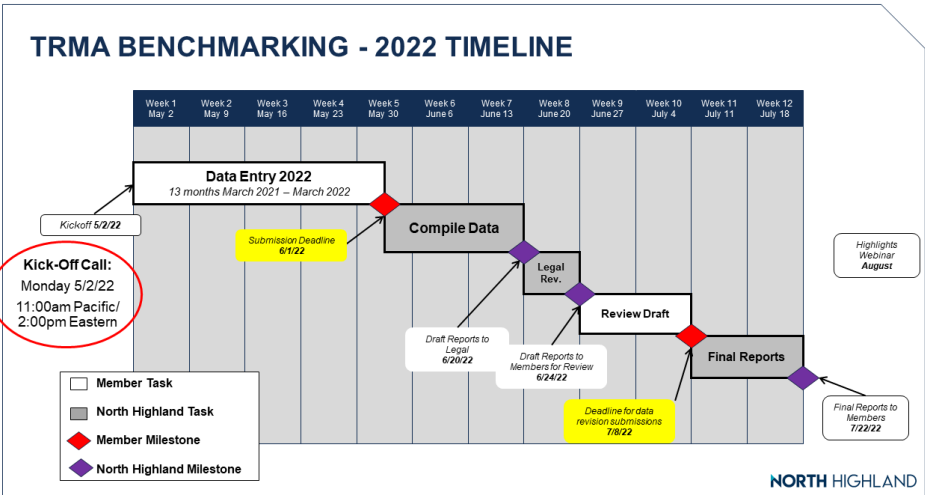
TRMA Benchmarking Program: Past, Present and Future

Chair: Jim Smith (Cincinnati Bell/Altafiber); Coordinators: Tara Craig & Mike Trail (North Highland)



2020 and 2021 presented challenges but the Benchmarking Committee didn't skip a beat. We powered through a complete review of the metric definitions and data inputs. The yearlong effort focused on reducing the volume and complexity of the metrics.

The effort reduced the volume of data collected by 30%. We dropped some of the less popular metrics and added a few new ones. The results for the 2021 survey were strong, with twenty-five member entities participating – a three member (14%) increase from 2020! We collected enough data to publish 97% of the metrics overall and over 80% for both the Fixed Services and Mobile Wireless segments.



2022 is off to a great start with a focus on refreshing the Benchmarking Survey outputs. The Benchmarking Committee met at the Spring conference and brainstormed ideas for improvements. A group of Benchmarking Committee volunteers will be working to further refine and implement some of the ideas over the next few months.

Data collection for the 2022 Survey will begin on 5-May with a Committee Kick-off call. The survey cycle will collect data for a 13-month period covering March 2021 through March 2022. The updated data entry forms will be available at the kick-off. For participants that are new to the Benchmarking Program, Mike and Tara will host more detailed reviews and Q&A covering the collection process upon request.

The data collection window is about 4 weeks long with submissions due Wednesday, June 1. Data



compilation and legal reviews will follow, with draft reports released for review by the end of June and final reports published by the end of July.

Many thanks to our Benchmarking Chair, Jim Smith (Cincinnati Bell/Altafiber), our Board Liaison, Chris Wilkerson (Charter Communications), and all the TRMA members that have worked diligently to help evolve the TRMA Benchmarking Program over the past year! Most of all, we are grateful for the participation and for everyone involved in the data collection and review efforts! This program is valuable because of your efforts.

Not involved but interested in participating? Please reach out to the Benchmarking Committee coordinators Mike Trail (Michael.Trail@Northhighland.com) or Tara Craig (Tara.Craig@Northhighland.com).

Regulatory Committee

Chair: Ryan Spillman, U.S. Cellular



Telecommunications credit, collections, and fraud strategies continue to evolve as products, technology, and regulations change. The Telecommunications Risk Management Association (TRMA) Regulatory Committee was designed for members and business affiliates to review and collaborate on new and changing regulatory impacts that affect TRMA. The Regulatory Committee may recommend the TRMA Board of Directors' action on specific legislation or prepare comments to congress on behalf of the TRMA.

The Regulatory Committee analyzes state and federal regulatory changes to understand how new rulemaking and laws affect creditor and vendor operating procedures. The Regulatory Committee includes four TRMA member companies and

eight business affiliate organizations that meet monthly; members vary between legal counsels, vendor managers, executives, and compliance experts. Recent topics the Regulatory Committee has reviewed include Consumer Financial Protection Bureau Regulation F, Federal Communications Commission changes, number reassignment, outbound contact regulations, collection case law, furnishing to credit bureaus, and the Affordable Connectivity Program. Topics may consist of recent judgments or the interpretation of new bills and regulations. The Regulatory Committee comes together to explain and assess regulatory changes. The Regulatory Committee welcomes new members and topics for discussion and review.





2022 SPRING MEETING RECAP

This past March, we triumphantly returned to in-person meetings for the first time since gathering in Nashville in October 2019. This time we met at the Westin Hotel in San Diego’s vibrant Gaslamp Quarter. While San Diego’s traditionally perfect weather didn’t *always* cooperate, we still had plenty of opportunity to enjoy the outside on the Westin’s Garden Terrace as well as time to get out into the city. Mary Ann Miller, Fraud and Cybercrime Executive Advisor at Prove, kicked things off as our General Session keynote speaker. Attendees also had the opportunity to participate in sessions covering customer engagement, fraud prevention, the 2022 (and beyond) economic outlook, and TRMA Benchmarking among other vital topics.





This time around we enjoyed networking opportunities best accomplished out of the digital realm and back into real life, including the early morning run/stroll led by Westin General Manager John Ford and TRMA Program Committee members Diana Braun and Brent Nagy; and another round of in-person speed dating, which connected new and old colleagues alike to explore this year's hot topics. We were also once again able to give back to charity with proceeds from our silent auction going to [The Monarch School](#), a local San Diego non-profit supporting the growth and education of homeless students and youth. Thank you to all who donated and bid!





Our first full day ended with an offsite event at The Deck at Moonshine Flats where we could loosen up a little and enjoy plenty of local beers on tap and a few rounds of pool, foosball, corn hole, and other games.



For more photos, [CLICK HERE](#).

Photos courtesy of [GCS Photography](#); Jeanne Sheehy (Bostrom); and Jenn Ryan (Symend).



WELCOME TO OUR NEW MEMBERS



Complete Recovery is an industry leader in the saving of customers and the recovery of lost assets. We work with clients of all sizes across the United States to help facilitate the return of their investments in the form of unused, idle or surplus equipment. As technology continues to increase in price, and supply chains continue to be taxed, Complete Recovery is here as a quality, cost-effective and reliable partner in facilitating their asset recovery efforts.

Complete Recovery understands how important our clients' customers are. Unfortunately, a percentage of customers become delinquent and we need to reignite the service or product value with the customer, reducing churn and leverage customer behavior science to motivate customers with a kind, professional touch. We focus on creating a human connection, making their next steps easy, while accomplishing our clients goals as cost effectively as possible.

Complete Recovery has spent the last 20 years building best practice solutions that focus on the customer experience through matching tactics and conversations with customer segmentation algorithms. Along with using our fully trained call centers, we are maximizing results using additional contact center tactics like email, texts, postcards, letters, phone calls and in person when necessary.

With the recent acquisition of Waypoint Resource Group and Prince Parker and Associates, Complete Recovery is proud to expand its offerings into the third party collections space. With additional on and near shore locations and talent, Complete Recovery has solutions that are tailored to safeguard our customers' brand reputation and recover the maximum amount of outstanding debt as possible in our compliance - centric environments.

Learn more about us at www.completerecoverycorp.com and www.waypoint.com.



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CREDITCONTROL

Since 1989, Credit Control has provided effective and customized recovery solutions for all aspects of our clients' customer care and account delinquency life cycles with services that include early & late stage loss prevention as well as traditional charge-off recovery solutions in every collection vertical.



Primary Contact:
Phil Thomas, Vice President of Sales
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With four nationwide locations, a highly tenured senior management team, and over 600 employees, Credit Control is known for our unique ability to blend traditional call center services with fully digital, omni-channel solutions. Our award-winning performance is a result of our team-based approach for each client and each client project that allows for ease of onboarding, successful project management, customized compliance & controls, and consistent top scorecard rankings.



Credit Control is proud to have clients that include six of the country's largest financial institutions, ten of the top twenty banks in the US, major telecom providers, the nation's largest credit unions, and leading fintech digital lenders. Our continuous investments in our people, processes, systems & technology, and each client relationship has led to over 700% growth in revenues over the past 10 years. Additionally, Credit Control was a back-to-back winner of the Best Places to Work in Collections, as ranked by our employees in 2020 and in 2021.

Learn more at Credit-Control.com

Our long-term client relationships are directly supported by a business development team staffed by industry veterans, including:

- Paul Farinacci, EVP & CMO: 40+ Years in the ARM & BPO Industry
- Paul Kaloustian, SVP of Sales: Former SVP & Senior Group Operations Manager at Bank of America
- Gene Thomas, VP of Sales: Over 20 Years of Experience, including Managing Key Client Relationships at Credit Control for the past 13 Years
- Phil Thomas, VP of Sales: 26 Years of Operations & Business Development Experience including 10 Years as the Recovery Vendor Manager with AT&T Wireless



Discover NeuAnalytics, the only integrated platform combining deep analytical insights, data logistics, and decisioning – all built on the most trusted Compliance Management System (CMS). NeuAnalytics uses our combination of industry-leading technology solutions and seasoned experts to help creditors tackle their toughest consumer protection challenges.

NeuAnalytics ensures you are compliant with a myriad of federal, state, and local regulations, validating that your team and third-party vendors are adhering to the regulations, your work standards, and policies and procedures. Our automated, industry-leading Compliance Management System generates the data-fueled insights that improve your business while providing more accurate and comprehensive reporting than traditional GRC systems that merely track policies and procedures. This data then helps creditors build a dynamic inventory distribution and collection strategy for each account to achieve superior results.

With NeuAnalytics, you'll have a cost-effective solution that ensures your team is more focused and more productive. Combine that with the reduction of compliance fines, brand protection and long-term customer satisfaction, and you've got a winning solution.

More at NeuAnalytics.com.



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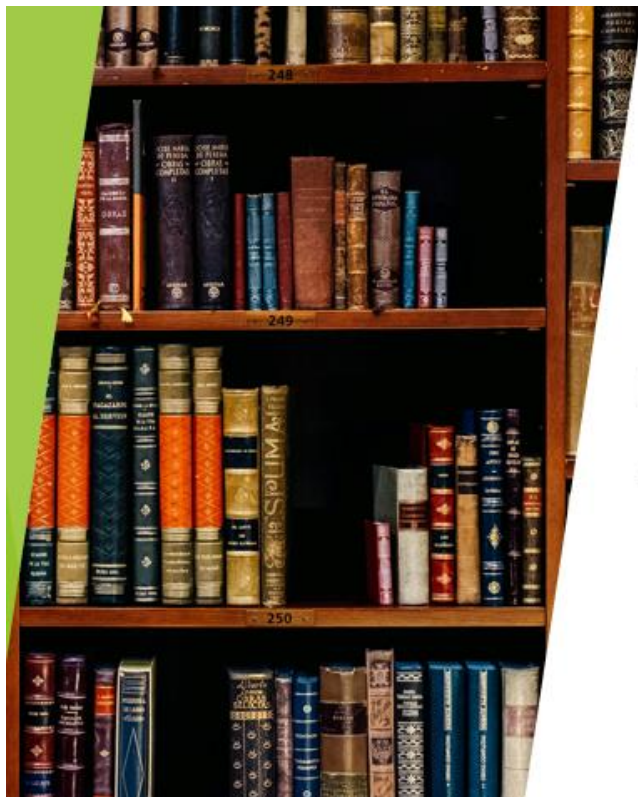


Benchmarking

Are you participating in the TRMA Benchmarking Studies?

TRMA members participate in this free benchmarking reporting analysis for industry-specific data you can use in your company. The data collected includes metrics on credit, collections, fraud performance, and payment processing.

For more information contact Tara Craig at:
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