

TRMA

NEWSLETTER

SPRING MEETING 2021 RECAP

The TRMA Spring 2021 Virtual Meeting helped us stay connected during the time of social distancing. In fact, we had 227 attendees with 20 companies sending new people to learn and network. While we couldn't be together in person, our community was invigorated by the latest educational opportunities on fraud, regulations, collections, and more.



If you attended the virtual meeting, you still have access to all the education – eight sessions in total. Additionally, our sponsors put together an impressive list of resources and materials for you. It is all available to you at the [TRMA Library](#).

Attendees also were able to network with a “code breaker” game and a virtual escape room facilitated by Living Security.

It was a great effort put together by the Program Committee under the leadership of Phil Thomas. Thank you for your work! And thank you to the speakers, hosts, and all of those who played a part in putting the program together.

To see pictures taken at the virtual event, head over to page 8.

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PRESIDENT'S UPDATE

Dear Friends,

What a year 2020 was! No doubt you and your companies have felt the impact of COVID-19. Many of us dealt with working from home, homeschooling, social unrest, the inability for our association to meet in-person and the personal toll the isolation has taken on all of us; it has been a tough challenge. The good thing is that we all survived 2020, unfortunately, the challenges continue in 2021. Although, we can now see a light at the end of the tunnel in some areas while the work continues in other areas. I think I speak for everyone when I say: I cannot wait for the return to normal!

While we waited for the return to normal, we met virtually as a community in March. Thank you for your support and engagement. 91% of those completing the post-event survey said you would recommend the event to others and 227 of you registered and attended the meetings. It was definitely a team effort led by Phil Thomas and the Program Committee – thank you for a job well done!

Looking into the future I, I want to highlight the work of the Business Affiliate Advisory Board (BAAB) and what they are planning for you in the summer. Last year the BAAB issued a survey to all of you to identify ways in which Business Affiliates can help Voting Members. Due to the significant engagement and positive value that resulted from the survey, we would like to duplicate this effort again. The BAAB distributed a couple of surveys and content will be distributed later in the spring. I encourage your participation.

Lastly, we know we are all eager to see each other again in person. With COVID-19 subsiding and restrictions being lifted, we will be able to do that soon. Yet, questions remain about how quickly that will happen, how long the “fourth wave” will be, and what restrictions our employers would have on staff travel. Be assured that the TRMA Board and staff is monitoring the situation and will communicate a decision once more information is available.

As always, thank you for your commitment to our industry and TRMA

Sir Guy Epps
TRMA President



Sir Guy Epps
TRMA President

Senior Director Collections,
Comcast Cable
Communications



FROM THE TRMA OFFICE

Hello TRMA Members,

I hope you are having a safe 2021. So far, this year has brought us much of the same as 2020 but with a lot more optimism due to the vaccines, lower amount of COVID cases, and the relaxation of restrictions related to social distancing. And we must carry that positive sentiment forward for TRMA.

One positive, new benefit we've implemented is a monthly industry-focused eblast put together by the Communications Committee. The committee searches for important information you may want to know about and they share that with you. If you are not receiving this informative email, please make sure you check your spam folder. The emails go out on the last Wednesday of each month.

Another positive development was the addition of Allo Communications to our membership. You'll see a profile in the following pages, but I invite you to welcome Allo and Nate Buhrman to the TRMA family. Staff, along with the Membership Committee, will continue to work towards expanding our membership in the coming months.

Last, but not least, I want to let all of you know that Nathan Goldberg's last day with TRMA is April 30, 2021. Many of you have worked with Nathan and can attest to the work quality and personable nature. We sincerely thank him for his contributions to TRMA and wish him well all his future endeavors.

As always, thank you for your dedication and commitment to TRMA.

Regards,

Jose F Segarra, MNA, CAE
TRMA 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, contact the Co-Chairs of the Communications Committee

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FROM THE COMMITTEES

Communications Committee

Co-Chairs: Caterina McIntyre, RCH; Ryan Eskridge, The CMI Group



The Communications Committee has primary oversight for the strategy, content, and delivery vehicles for all internal and external communications. We currently have 12 members, including our 2 Co-chairs.

In 2018, we launched the first TRMA Newsletter and re-vamped the format just last year to match with the new TRMA website and give it a more updated look. The new format also provides an opportunity for sponsors to include content. The newsletter is published two times per year, coinciding with the Spring and Fall Conferences. Inside, you'll find a "Letter from our President", "Committee Updates", "New Member Profiles", "Conference Recaps" and plenty of photos to highlight both educational and social events at the conference. We can't wait to get back to in-person

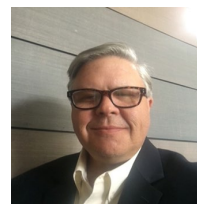
conferences, so we can snap more pictures! The Newsletter is emailed out to all members and can also be found on the website at: <https://trma.memberclicks.net/newsletter>

In 2021, our newest initiative was the launch of our monthly TRMA e-blast. You may have noticed this addition in your inbox and we hope you find it of value. The goal of the e-blast is to provide newsworthy information to our members and ensure that TRMA remains relevant and front of mind to both existing and new members. This was especially important as we have not been able to connect in person. The first e-blast went out in January and we were pleased with the open rates. The topics were based off feedback from a survey that asked TRMA members what topics they were interested in hearing about at future conferences. The topics of most interest included things like regulatory updates, economic forecasts tied to the new administration and COVID financial impacts and economic recovery. Based on that feedback, Committee Members research and select articles for inclusion in the monthly e-blasts. They are emailed out the last Wednesday of each month.

If you have any topics you'd like to see covered in either the Newsletter or the monthly e-blast, please send them to: Caterina McIntyre (cmcintyre@rch-us.com) or Ryan Eskridge (reskridge@thecmigroup.com)

Membership Committee

Chairs: Fred Gerber, Eastern Accounts



The TRMA Membership Committee is responsible for seeking and recruiting companies, both Voting Member and Vendor Affiliates, which would benefit from membership in our organization. At present, it seems we have Vendor Affiliates continually knocking at the door, so, present focus has been on recruiting Voting Members from all facets of Telecommunications, Monitored Security Organizations and Utilities. Taking direction from the Board, committee members proactively recruit companies they have current relationships with as well as "cold prospects" that fit the TRMA footprint. At each "in person" TRMA conference, the



Membership Committee host's a Newcomer's Lunch to acknowledge and begin networking with new members from new and existing organizations. Additionally, an "Ambassador" program was established to provide an existing TRMA member as a resource to answer questions and help point new members in the right direction.

The Membership Committee is made up of Board Liaison, Laura Rivera, Chair, Fred Gerber, and Committee Members, Caterina McIntyre, Jim Kinney, Kevin Bennick, Dee Eslinger, Lori Bennet, Bhaskar Bulusu, Thom Majka, Karen Jonas, Rebecca Murphy, Kelly Paul, Mike Ruiz, Phil Thomas, Mark Case, and Julie Logan.

We welcome help from all corners of our organization and would ask that all members keep their eyes and ears open for potential new members to our organization. There are many resources available to anyone who knows of a prospective new member. The best resource to point a prospect to is our website: <https://www.trmanet.org/benefits>. If you happen to know of someone or an organization that will benefit from membership, and you would like someone to contact the prospect to provide more information, please feel free to reach out to Jose Segarra or email Fred Gerber and/or Laura Rivera from the Membership

Committee at the following email addresses:

jsegarra@trmanet.org
fred_gerber@easternaccounts.com
Laura.Rivera@T-Mobile.com



Remember to follow us on LinkedIn. The conversations and engagement continue there.

www.linkedin.com/company/trma/



WELCOME TO OUR NEW MEMBER



Welcome Allo Communications!

ALLO’s growth and success over the past decade are thanks in large part to our reputation for winning customer service, technical capabilities, experienced, knowledgeable personnel, and superior products. Since 2003, ALLO has provided customers with the most modern network possible while employing a team of engineers, operators, and technical experts who constantly work with customers to develop creative ways to utilize ALLO’s fiber network.

ALLO Communications is a telecommunications company offering fiber telephone, long distance, broadband, internet and television to residents and businesses.

ALLO currently provides communications services to 15 cities across Nebraska and Colorado totaling approximately 449,000 in population.

ALLO has developed a world-class network to expand business opportunities, create jobs, and improve quality of life. We at ALLO take great pride in providing residents and businesses with unmatched entertainment and communications options.

Learn more about Allo at www.allocommunications.com.



Primary Contact:
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Visit the 2021 Virtual Connect Tote Bag

Our sponsors have put together an impressive list of resources and materials for you. Download PDFs, view their videos, and contact them for more information.

Visit the TRMA Library Today!
<https://trma.mclms.net/en/>

TRMA		LIBRARY HOME	CONTENT LIST	TOPIC AREAS
Equifax		+		
Sponsorship Welcome Video		☆		
Equifax Offers Valuable Insights with Market Pulse		📎 ☆		
Introducing Kount Control - Account Takeover Protection for your Business		📎 ☆		
BusinessConnect for Credit: Let's Get Digital		📎 ☆		
Manage Risk and Grow your Portfolio with Better Account Management Strategies		📎 ☆		
Step up your Account Management by Leveraging Employment Data		📎 ☆		
Experian		+		
Sponsorship Welcome Video		☆		
Experian's January 2021 State of the Economy Report		📎 ☆		
Experian's 2021 Debt Collections Industry Trends and Insights White Paper		📎 ☆		
Experian's 2021 Global Insights Report		📎 ☆		
Experian's Digital Transformation E-Book		📎 ☆		
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FICO		+		
Better Analytics: Success in a Constrained Collections Environment		📎 ☆		
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Winning Strategies for Telecom Customer Management		📎 ☆		
The Forrester Wave: Digital Decisioning Platforms, Q4 2020		📎 ☆		

TRMA Library

Can't Find the TRMA Library? It's easy!

Visit www.trmanet.org and look for it under Quick Links!

Quick Links

SPRING 2021 TRMA VIRTUAL MEETING

SPRING 2021 TRMA VIRTUAL MEETING ATTENDEES

TRMA LIBRARY

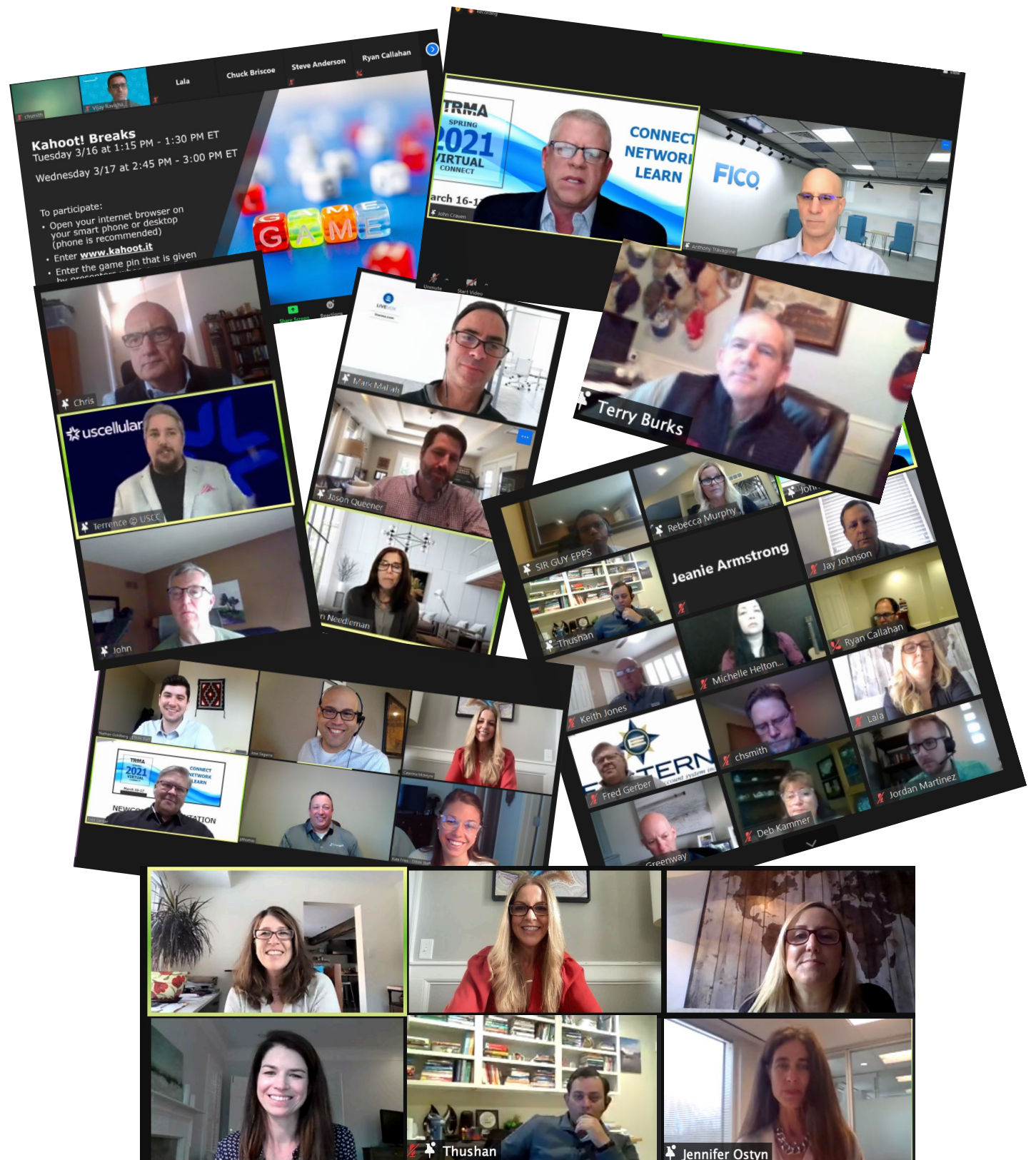
BENCHMARKING RESOURCES

COVID-19 RESOURCES

FALL 2020 TRMA NEWSLETTER



2021 VIRTUAL SPRING MEETING





THANK YOU TO OUR 2021 VIRTUAL SPRING MEETING SPONSORS!

Gold Sponsors



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Join the TRMA Board

Thinking about an opportunity to expand your leadership role?

Voting Members interested in joining the TRMA Board of Directors can contact Jose Segarra at jsegarra@trmanet.org for more information.



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: tara.craig@northhighland.com

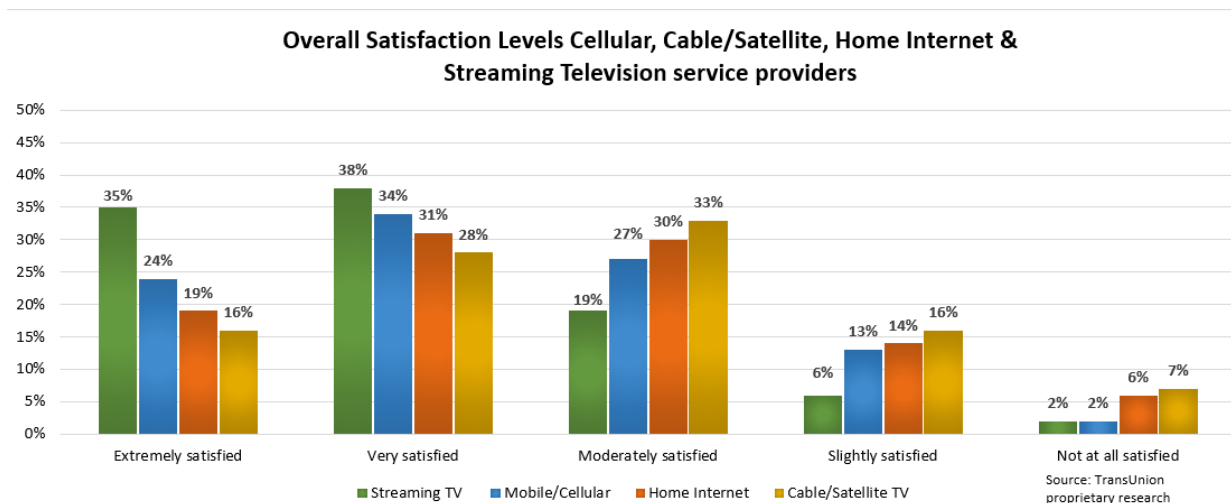




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Exceptional Consumer Satisfaction is Necessary to Reduce Churn in the Telecommunications Industry

Consumer satisfaction is a key component in driving consumer loyalty and reducing churn. However, the satisfaction levels required to drive loyalty differ by industry. TransUnion conducted a research study specific to the telecommunications industry in late 2020 to better understand the relationship between customer satisfaction and consumer churn — and the product and service attributes that drive satisfaction across this industry.



Among cellular providers, customer satisfaction is high but churn is still a concern

Overall, cellular service providers enjoy high levels of consumer satisfaction, with approximately 85% of cellular consumers indicating they are at least moderately satisfied. However, despite the overall high level of satisfaction, consumer churn remains an issue.

As one might expect, the lower the consumer satisfaction rate, the more likely a consumer is to consider switching to a new cellular provider. A key finding of our research is that even consumers

with high levels of satisfaction can't be considered a lock, as 12% of those indicating they are extremely satisfied with their cellular provider are considering switching.

Pricing, network speed and an easy billing process are listed among the top five most important cellular service attributes across all age groups. Network coverage is in the top five for all age groups except Gen Z and is the top factor by Millennials, Gen X and baby boomers. Other important factors include phone upgrade options for younger generations and 5G service among Gen Z.



Cable/satellite TV providers lag streaming services in customer satisfaction

For television services, pricing and available content are among the two most important attributes — and they are where streaming services excel across all generations.

Streaming television services also had the highest level of consumer satisfaction in our study with 93% of consumers being at least moderately satisfied.

When asked what their plans were regarding their streaming television service, a whopping 96% of consumers also said they plan to keep at least one streaming television service.

In response to heavy competition from streaming services, more and more cable/satellite TV providers have established their own version of TV streaming services. New to 2021, for example, is the Discovery+ Network, at \$4.99 to \$6.99 per month (with and without advertising) featuring more than 55,000 episodes from channels including Animal Planet, Food Network, HGTV and TLC. Others that have already appeared on the streaming scene include NBC's Peacock and HBO Max. Additional streaming services are also soon to launch this year.

For Internet providers, speed and pricing are key to customer satisfaction

As the pandemic encouraged more streaming activity and Zoom meetings, Internet providers began to face compounding challenges. The big questions that consumers ask themselves when deciding whether to switch are: how fast does the product deliver the content, how much does that cost and how reliable is the service? In the current environment, it has become harder and harder for Internet providers to score very well.

When home Internet consumers were asked what they liked best about their home Internet service

the three attributes mentioned most often were: 1) Network/download speeds 2) pricing 3) reliability.

Among consumers deciding whether to switch Internet services, 39% mentioned lower pricing as the primary reason, followed by faster network speeds (18%) and better reliability (13%).

Conclusion

Lessons that telecommunications providers learned in 2020 were greatly pronounced due to COVID-19. Among them, not only are high levels of satisfaction important but so are efforts to continually delight consumers, especially younger consumers, who are more inclined to switch.

Underscoring all of this is an important reminder that pricing and performance have the capacity to drive positive satisfaction — or to provoke customers to switch services.

TransUnion can help you analyze your own customers' likelihood of switching services. We have an experienced team of data scientists who can analyze and provide recommendations on your customer portfolio including ways to improve underwriting and collections models. To learn more, visit our [Telecommunications website](https://www.transunion.com/telecommunications).

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