

## Transferring Collection Assignments

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From time to time and for a variety of reasons, a collector may have difficulty interacting with a particular customer. Please consider re-assigning that account to another collector.

I know this idea is controversial. Some readers might argue that collectors assigned for years to a specific group of accounts know those accounts best. Therefore, switching a customer is ineffective or inefficient. In my opinion, whatever efficiencies might be lost as a result could easily be more than offset by:

- Different collection techniques and a new perspective,
- A renewed sense of urgency on the part of the new collector,
- A desire by the new collector to outperform his or her predecessor,
- The fact that the collector does not come with any preconceived notions about the customer or the problem between the collector and the customer.

One way to look at the idea of transferring a customer to another collector is this: If the collection results involving that customer are already substandard, you have little to lose by trying something different.