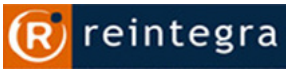# Reintegra Leverages Denodo Data Virtualization to Increase Debt Location Rate to %5, Improve Productivity of Their Search Process by 40x, Increase Agent Capacity by over 50x (from 15-20 to over 800 Files an Hour)

Industry
Financial Services

"Denodo has provide us speed in our searches, has helped us extraordinarily increase the volume of trustworthy debtor data - always from public sources - and as a result increased our productivity. Denodo is in a position to help increase a company´s business value by leveraging and managing information that traditionally is outside its systems and that has significant business value".

Diego Pérez
Systems Director
Reintegra

The Need

Reintegra is part of the Santander Group. Born in 1999 as a spinoff of the Santander Consumer Group, it is currently the Spanish market leader in collection management. With 24 offices across Spain, Reintegra employs - directly and indirectly - more than 200 professionals that manage an annual volume of over 500,000 files. In addition, Reintegra provides an integrated service that covers all phases of management for expired or unpaid loans: telephone management, on-site management and contention management. A significant part of its success is based on its powerful IT systems, where Denodo Technology has now been integrated as part of management of previously untraceable debtors.

With the economic crisis and a significant fall in consumer spend, the financial impact of delayed collections is growing significantly. Estimates are that delayed payments impose a financial cost of over 0.5% on a company's invoicing. In addition, such delays are the cause of 25% of bankruptcies. With over 50% of invoices paid late, efficient collections management and debt recovery can significantly impact a company´s well being, especially in their access to funding.

Reintegra has specialized in collection management since 1999, and needed to automate their search process for information regarding debtors, in particular when trying to locate untraceable contacts. This task is accelerated by identifying valid telephone numbers and enabling direct contact. Up until the implementation of Denodo Data Virtuaization, this task was carried out by Reintegra agents by manually navigating through countless screens and directories, resulting in significant resource investment, both in time and money.

Given that speed of tracking is one of the main factors in debt recovery, the decision to use Denodo was taken to significantly speed up the search process of finding untraceables using public sources via the Internet.

Why Denodo?

With a record deployment time of one month (including training), Denodo´s technology was put to use to find untraceables in March 2010. Key value points that helped Reintegra decide on this technology were the transparency and flexibility of the service model, along with system robustness and capacity for expansion into other business areas.

The solution provided by Denodo for debt collection management is based on Data Virtualization technology that leverages "footprints" that users leave on Internet sites and public directories. This evidence has tremendous value for companies that want to improve the way they manage client information and relationships.

Traditionally, client-related information lives in enterprise systems such as CRMs. With the proliferation of the Internet, this information is now dispersed in a multitude of networks; telephone directories, social sites, blogs, search engines, and government portals, to name but a few.

Denodo Technology helps locate and process information that can be useful in all aspects of client management. The system uses "robots" that repeat navigation processes on the web in critical environments with high download ratios. The results obtained via these automated processes are highly superior to data collected using manual processes.

All deployed processes meticulously observe and respect Data Protection Laws, as significant amounts of the information is found on public sources.

The process begins with the automatic upload into Denodo of untraceable identities by collection managers. Once the search takes place, the newly-discovered contact data is integrated directly into Reintegra´s internal systems without further manual intervention, resulting in a huge increase number of contact telephone numbers to work with.

Denodo´s digital search application integrates completely with Reintegra´s corporate systems, allowing the newly-identified information to be made available to other departments such as Sales, Marketing, Collections, etc.
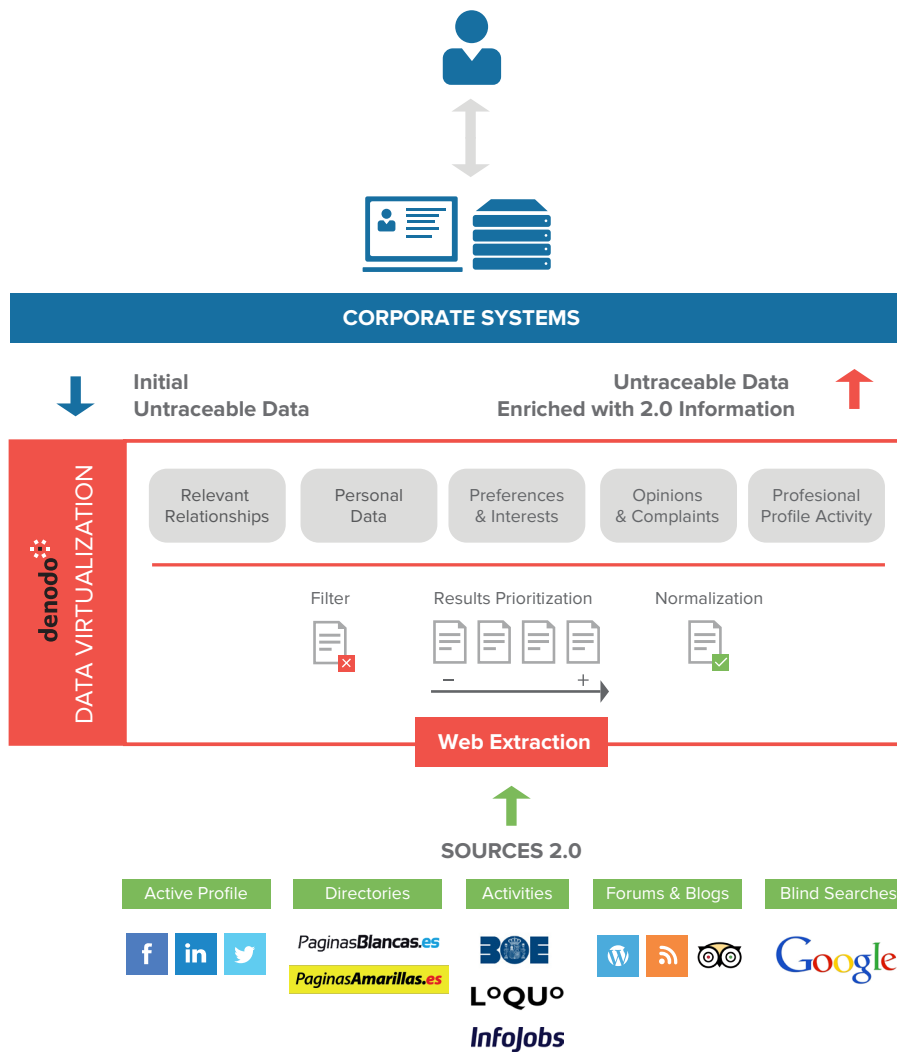
Benefits

In short, the main advantages that Denodo´s Data Virtualization provides Reintegra include:

- Significant cost reduction associated with the search process, which is now significantly faster than older, manual search techniques.

- Minimized number of errors and an increased quality and value of the debt portfolio.

- Integration with Reintegra´s corporate systems.

- Higher rate of valid telephone numbers identified: up to 5% of the total, a very high rate by industry standards.

- An increase to 5% in debt collection ratio in a significantly shorter time.

- Search process productivity multiplied by 40, increasing its agents capacity to manage 800 files per hour from 15 (a 53x increase).

Next Steps

Reintegra is evaluating the use of Denodo Technology for locating information across several internal applications and databases, with the aim of eliminating the significant amount of time currently spent locating internal information.