

Innovative Customer Communication Solutions for the Entire Credit Life Cycle

In today's challenging lending environment the ability to retain existing customers has been put on almost equal footing as the ability to attract new customers.

During the credit crisis many lenders and servicers learned that differentiated targeted communications to distressed customers added significant lift over traditional "one size fits all" collections communications.

A handful of best in class lenders have embraced these opportunities and used the slowdown in new account marketing during the credit crisis to obtain external support to greatly improve their collections communications.

Now many lenders and servicers are looking to leverage similar continuous targeted marketing approaches to communicate the right message to the right customers, at the right time, using their preferred channel across the entire credit lifecycle.

Implementing a comprehensive communication strategy is not a small undertaking; you need experienced partners that can quickly deliver class leading customer communication solutions.

The Power of Partnership

So if you're a lender or servicer looking to increase the value of your customer interactions,

Bridgeforce and Quattro Direct provide the most effective and efficient means to accomplish this.

Working in partnership, Bridgeforce and Quattro Direct provide the most comprehensive end-to-end services including;

- Strategic Business Planning & Analysis
- Direct Marketing & Advertising Support
- Communication Strategy / Material Reviews
- Communication Strategy / Material Design
- Communication Program Execution and Management
- Technology Support
- Training to ensure overall program success

From strategic consulting through operational training and execution support, Bridgeforce's specialized services help companies evaluate and act on their best options.

Quattro Direct is a fully integrated Direct Marketing and Advertising Agency. Quattro provides their diverse global client base with an unparalleled approach to highly creative and accountable strategic marketing solutions.

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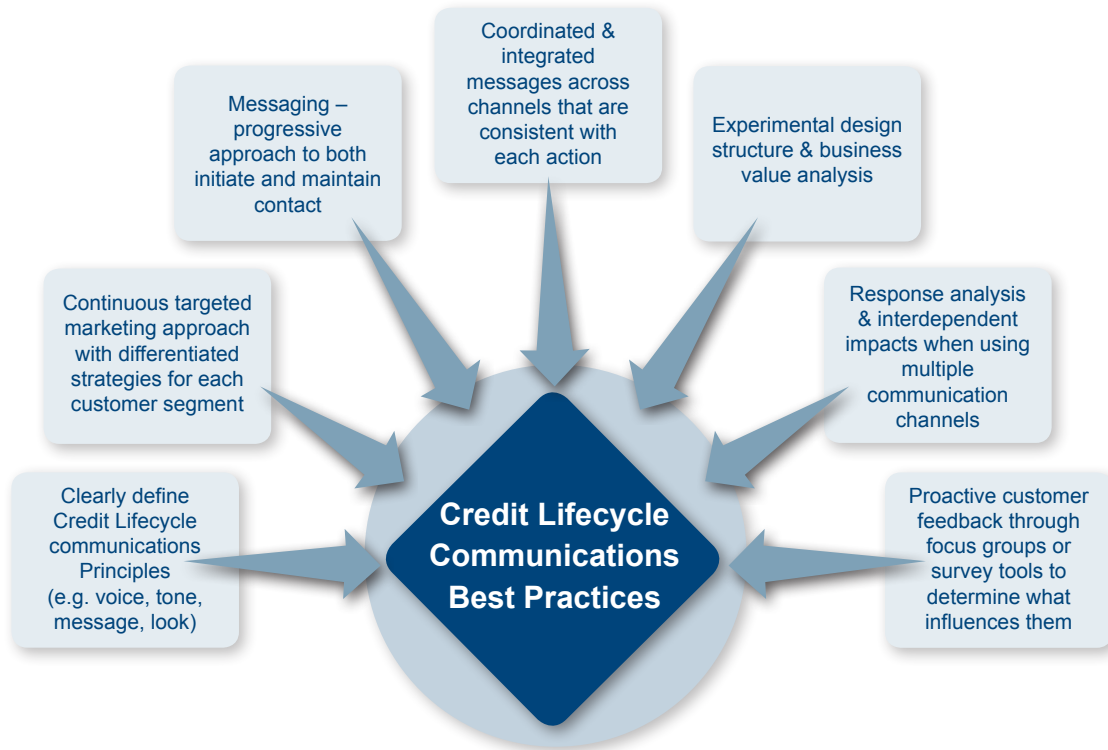
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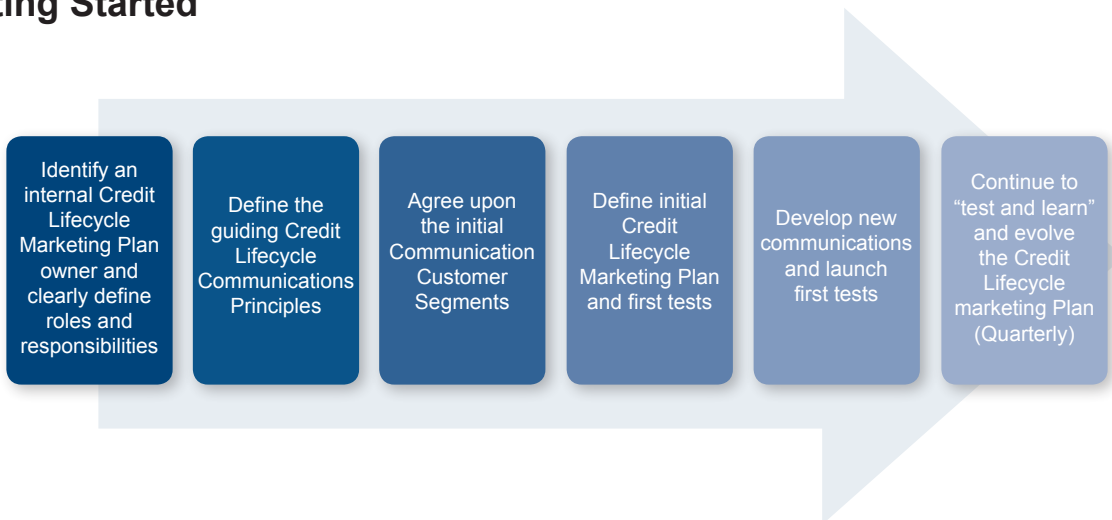
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Getting Started



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