

SOLUTION SHEET for **CashNetUSA**.

Optimizing Collections Calls to Maximize Long-Term Value

The Client: One of the First Licensed, Online Short-Term Lenders in the U.S.

Launched in 2004, CashNetUSA was one of the first online, licensed, short-term lenders. Over the years, Enova International's largest consumer lending brand has grown to providing multiple loan products to over 30 states and serving more than 3 million customers.

The Challenge: How to Optimize Collections Calls and Scale for Growth

CashNetUSA had outgrown its collections process and wanted to optimize its collections calls in a manner that would scale for growth: maximizing long-term value, maintaining customer satisfaction, and meeting compliance. The existing collections model was prioritizing shorter-term debt that had lower long-term value. Without actively curing longer-term debt, customers were less likely to return to good standing and payments were more likely to balloon. Due to customer growth, model deployment had become cumbersome, put the production site at risk, and required much software engineering support. In addition, this infrastructure prevented CashNetUSA from using machine learning and enabling real-time updates.

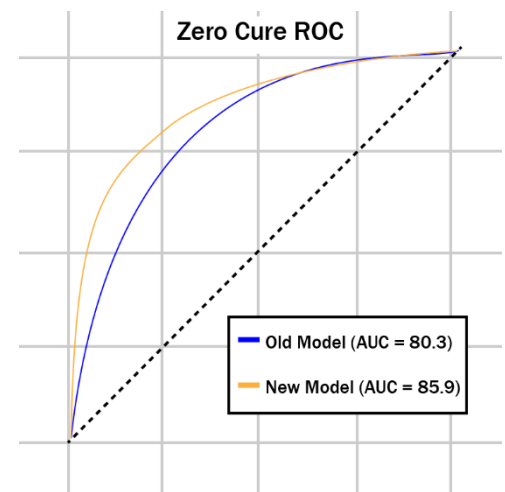
The Solution: Smart Collections™ & Colossus™ Digital Decisioning Platform

The Smart Collections™ Tailored solution would enable CashNetUSA to prioritize collections calls by long-term value. First, a new machine learning model was developed to improve the accuracy of predicting cure rates. Second, expected value, the score used to prioritize calls, was recalculated to reflect long-term value. Hosting the new model and decision flow on the Colossus™ Digital Decisioning Platform would enable the collections team to begin reprioritizing calls in a matter of weeks.

The Results: Additional \$4-5MM Annually*

By improving overall accuracy of predicting cure rate, increasing the share of longer-term debt in active collections, and driving more frequent touchpoints to high-value accounts, CashNetUSA is projected to cure an additional \$3-4MM annually. With this new machine learning model, CashNetUSA is also projected to increase its debt sale value by \$1MM annually. The new call prioritization will also enable the collections team to drive customer satisfaction by bringing more customers back into good standing sooner.

Colossus™ Digital Decisioning Platform will allow CashNetUSA to easily adjust business rules and decisions flows to new regulations with minimal disruption to production. Looking ahead, CashNetUSA is investigating real-time call reprioritization based on customer behaviors. *Revenue projections are estimated and not guaranteed.



Speak with your representative to learn how we can help your business.

About Enova Decisions™

Chicago-based Enova Decisions™ is part of Enova International, Inc. (NYSE: ENVA), a leading technology- and data-analytics-driven online lending company that operates 10 brands in three countries. These brands gain their competitive edge through Enova Decisions™ real-time analytics and the Colossus™ decision management platform — built and developed over 14 years of data experience. Today, Enova Decisions™ leverages this proven technology and analytics experience to help clients thrive with custom, real-time analytics services and instant data-driven decisioning at scale.

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