

Vu™ Analytic Insights

Performance Dashboards



Bolster Collection Effectiveness with Analytics and Data Insights

As consumer preferences have changed—from print and checks to email and portal payments—your ability to maximize collections is undergoing a sea change too.

Vu™ Insights tracks essential information about communications and payments to help you maximize your collection efforts: even helping you correlate payments made on portals (yours or RevSpring's) back to specific letters. In fact, data from all sources—letters, portal payments, email—now can be aggregated and simultaneously displayed in one convenient place with our easy-to-read performance dashboard.

Vu Insights puts you in the driver's seat

Drill down into details based on location, client or groups; control who has access: all this and more is in your hands. You can see and understand vital details, such as email open rates, clicks and bounces to see who is—and isn't—opening and acting on your messages. Our dashboard even tracks browsers to help quickly identify any browser-specific issues. These details provide powerful insights into the effectiveness of subject lines, headlines, messages and even which device was used to open your message.

The Vu Insights dashboard was designed with you in mind. Trends can be clearly identified and acted on, saving you time, money and wasted effort on communications methods or messages that are not delivering desired results.

Benefits

- **Single source for your data:** print, email and payments
- **Identify trends** across your business
- **Detailed** drill down by client
- **View data from all clients** in one place
- **Easily download reports** to your system of record
- **Customize branding and views** to fit your organization



Features

- Instant information on print and digital communication effectiveness
- Easily evaluate staff performance
- Monitor closely self-service activities

RevSpring is committed to your organization's performance and is here to help keep your team on track with collections goals. Our team of data analysts will set up your dashboard specific to your organizations KPI's and data. As your dedicated partner, we can assist your organization in making data-based intelligent decisions about alternative messaging campaigns, and collection strategies.

