

Building Stronger Connections

Best practices to improve Right Party Contact (RPC) in collections.



Why Right Party Contact is the Cornerstone of Collections Success

It starts with accurate data, compliant outreach and consumer-centered strategy.

Right Party Contact (RPC) is not just about making a connection. It is about making the **right** connection. That connection can drive resolution, help protect your organization from risk and improve the experience for everyone involved.

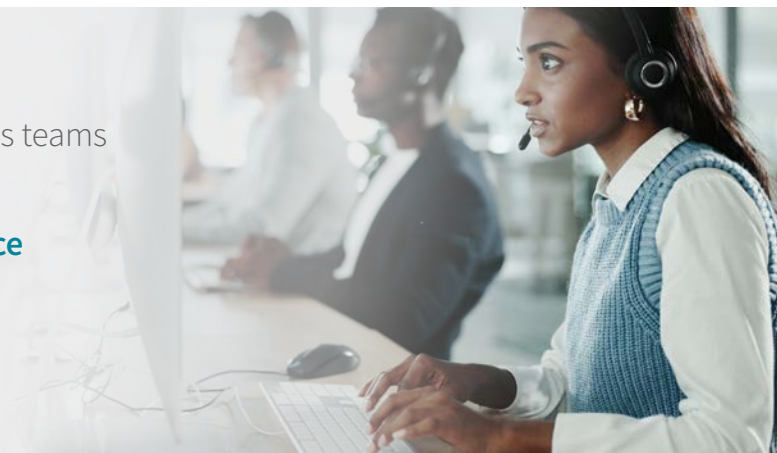
As of January 2025, the Consumer Financial Protection Bureau (CFPB) enforced \$5 billion in civil money penalties and more than \$19 billion in consumer relief across the collections industry.¹ That level of scrutiny makes it clear: collections strategies must be rooted in data integrity, compliance and respectful outreach.

Establishing RPC means more than just reaching a consumer. It means connecting with them through the right channel at the right time with the right message. When consumers feel heard and respected, repayment likelihood increases and so does long-term trust.

The bottom line:

To reach the right party and remain compliant, collections teams must balance:

- 1 Channel effectiveness with consumer preference**
- 2 Industry regulations and compliance**
- 3 Enriched and differentiated contact data**



Balancing Channel Effectiveness with Consumer Preferences

Meeting consumers where they are digitally, securely and empathetically.

Today consumers are inundated with calls, emails and texts. Increasingly, they ignore or block them. According to the Federal Trade Commission, debt collectors continue to generate the highest number of fraud reports across all industries.

A 2024 FICO study highlights the challenge. Even with more digital outreach, success depends on finding the right channel and intensity for each consumer.²

Ways to improve RPC while meeting consumer expectations:

- **Multichannel outreach:** Mobile app, email and text messaging
- **Timing and frequency optimization:** Respect time-of-day and weekly caps
- **A/B testing and message refinement:** Test tone, sequence and delivery
- **Declining reliance on outbound calls:** Effectiveness continues to decrease
- **Paper mail use remains flat:** Still relevant for certain demographics

In a recent study
17% of collectors
ranked

[*enhancing the
consumer experience*]

as a top driver of their
strategy for 2025.³

This is a clear signal that customer-centric
collections are gaining momentum.

Omnichannel strategies that align with consumer preferences consistently yield higher RPC rates.

Staying Compliant While Staying in Touch

Smart contact strategies that respect boundaries and regulations.

Compliance remains the cornerstone of successful collections outreach. Missteps can lead to costly violations under the Fair Debt Collection Practices Act (FDCPA), Regulation F and other emerging standards.



Critical guidelines to follow:



Verification and Disclosure Requirements

- Verify consumer identity before discussing any debt
- Include Mini-Miranda on first contact: *"This is an attempt to collect a debt..."*
- Provide Consumer Rights Notification with a 30-day dispute window



Contact Restrictions

- **Time-of-day limits:** Only between 8 a.m. and 9 p.m. (consumer's local time)
- **Frequency caps:** No more than 7 calls in 7 days per debt unless the consumer initiates contact
- **Consent required for digital channels:** SMS and social media require prior opt-in
- **Opt-out required:** Digital messages must include an easy opt-out mechanism



Emerging Legal Risks

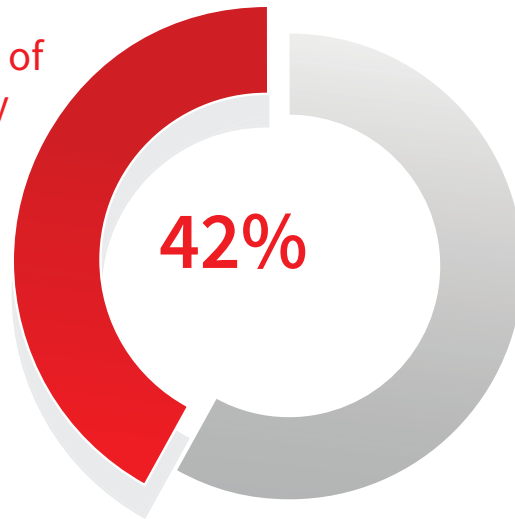
- Emotional distress claims are increasingly upheld in court when contact is excessive or inappropriate
- Time-barred debt (past statute of limitations) must not be misrepresented or used to threaten legal action

Fueling Contact Strategy with Clean, Actionable Data

Better data enables smarter, more respectful outreach.

Nearly half (42%) of collections teams say they cannot make full use of their current consumer data.⁴

That translates to missed opportunities and wasted outreach.



PRO TIP

Automating data updates and alerts into dialer or CRM systems reduces compliance risk and boosts efficiency.

Top data strategies for improved RPC:

- **LexisNexis® LexID®:** Combines disparate records into a single, reliable identity profile with powerful dynamic linking technology
- **Payment Score:** Rank-orders accounts by likelihood of repayment within 90 days
- **LexisNexis® Contact Plus:** Provides a refined, rank-ordered set of phone numbers with phone type and owner details
- **LexisNexis® Phone Change Alerts and LexisNexis® Disconnect Verify:** Real-time tools to catch changes or deactivated numbers
- **LexisNexis® Email Search:** Validates if email addresses are accurate, active and linked to the intended recipient

Making Every Contact Count

Collections success starts with reaching the right person the right way.

Right Party Contact is not just a regulatory checkbox. It is a strategic lever for improving outcomes, enhancing consumer trust and reducing cost-to-collect.

To recap, successful contact strategies require:



Accurate, enriched and up-to-date consumer data



Multichannel outreach that adapts to consumer preferences



Strict compliance with FDCPA and digital communication laws



Continuous refinement of strategy through data and feedback

As digital transformation accelerates, collection teams must strike a balance between automation and empathy. Treating consumers not as accounts but as individuals with unique needs and preferences is key. By doing so, your team can improve RPC rates, lower operational costs and deliver more sustainable outcomes.



Explore how LexisNexis® Risk Solutions can help you improve Right Party Contact with enriched data, predictive analytics and proven tools that optimize both compliance and performance.

Contact your LexisNexis® Risk Solutions representative or visit risk.lexisnexis.com/right-party-contact to learn more

Sources:

¹ <https://www.consumerfinance.gov/enforcement/enforcement-by-the-numbers/>

² <https://www.fico.com/en/latest-thinking/fico-world-presentation/disrupt-collections-operationalize-next-gen-optimization-techniques-2024>

^{3,4} https://risk.lexisnexis.com/-/media/files/financial%20services/articles/lhrs_cost-of-collections-report-ebook_part-one_nxr16825-00-0225-en-us.pdf

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