



**CUR Collection Resource**  
*Newsletter Exclusively for Credit Unions*  
**June 2020**



It is the beginning of summer. The days are longer and businesses nationwide are cautiously opening their doors.

Paying attention to members as they reenter the marketplace is essential. They may have new expectations of your services. Enjoy the newsletter.

## Making The Digital Leap In Response To COVID-19 And Beyond



"Digital transformation is not just about systems, the IT department, or any other single department in the company. It's about customers - how you care for them, how you interact with them, and how you think about acquiring new customers. All the systems are peripheral to the most significant concern: the customer experience (CX)."

[Read](#) this insightful article from Forbes

## Collection Success Series **STABLE**

S = Success Story T = Tactics **A = Adapting** B = Building L = Learning E = Energize

**STABLE** is the word for 2020 articles.

### Adapting to Post-COVID Consumers

Studies show that consumers have buoyed spirits about returning to work and establishing some normalcy in their lives. The studies also show consumer caution about buying big-ticket items such as cars or nonessential items until they are sure about jobs and income.

[Read](#) the article.



## **WEBSITE** Refresh for curecovery.com



**It's here, our new and improved website!**

We redesigned it with you in mind, streamlined menus, simplified navigation, a responsive layout for all platforms and more resources and information on our products and services.

Please visit to discover the full spectrum of educational collateral in our Insights area along with a new client portal for easy account submission. [Explore here.](#)

## **IN THE NEWS**

### CU Recovery Partnering with Telrock

CU Recovery is pleased to announce its partnership with Telrock – Optimus. Coming soon, Next-Generation Delinquency Management Software.

[Read](#) the full press release.

# 2020 Collection Academy Scholarship Winner

Congratulations to **Kelsey Robinson** of Coosa Valley Credit Union, Rome, GA, our 2020 scholarship recipient.

Kelsey has been a collector for over three years and feels there is always more to learn in regard to delinquency management. In attending the Collection Academy, Kelsey hopes to obtain a broader knowledge of collections to help her department thrive.



[Learn more](#) about the Collection Academy, October 13-15.



## June Collection Tip - Payment Plan Negotiations

Times are tough and member debt collection efforts can reach a point where you consider taking partial payments or setting up a payment plan. You won't want to lose control by negotiating against yourself:

- The member may be out of work because of the COVID pandemic. Gather updated facts with empathy.
- "Mr. Jones, I can appreciate the fact that you can't pay the full amount now. "
- Don't allow the member to lead you. The point is to determine the amount he is capable of paying now and in subsequent months.
- Before the call is finished, re-confirm payment arrangements verbally and in writing.



## Grillin' Season

Ahh, warm weather! Fresh vegetables in the market and the beginning of outdoor cooking. This grilled steak tips recipe has a punchy Hawaiian basting sauce. [Get inspired.](#)

