



# Case Study: *Cleveland State University*

**Utilizing ECSI's Delinquent AR Management Services,  
Cleveland State University Tripled It's Return Rate.**

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**- Veronica Herschbach, Director of Treasury Services, Cleveland State University**





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### Problem Being Addressed...

Cleveland State University was facing a major hurdle when it came to their Delinquent Receivables. They had a time-strapped staff, working with minimal tools, trying to target students who were months past due at best. “It was frustrating knowing our money was out there and not being acted on the way it should have been,” said Veronica Herschbach, Director of Treasury Services at Cleveland State University. “It seemed we were never going to get the money back, we just didn’t have a big enough stick to motivate the students.”

Usually, Cleveland State’s staff would spend one full day a month manually reaching out to delinquent students. This included sending out letters that would have to be manually stuffed, addressed, stamped, and mailed, having to be repeated for over 200 students every month. Unfortunately, their effort was only rewarding them with a return rate of under **10 percent**.

### A Great Partnership...

Already having a history with ECSI through Perkins Loan Servicing and 1098-T Tax Services, Cleveland State knew they had a partner they could rely on. “We have the best level of service with ECSI!” said Ms. Herschbach. “They are timely, will bend over backwards for us, and never say ‘no’. We are treated special and it really means a lot.”



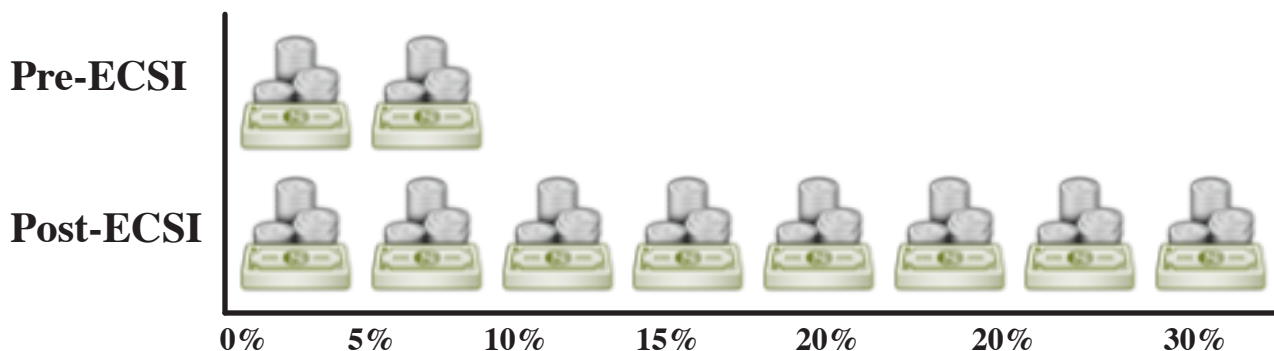
### ECSI’s Solution...

With ECSI’s automated Delinquent AR Management Solution, Cleveland State has seen their returns rates increase to over **30 percent**. With ECSI automatically sending out invoices, letters, and emails, Cleveland State’s staff is no longer bogged down with stuffing envelopes, making calls, or writing emails. They are now able to concentrate on other, more efficient tasks.

Ms. Herschbach has singled out ECSI’s credit bureau reporting capabilities as one of the biggest reasons to their success. “That tool really gives us some power and motivated the student to send that payment in.”

Lastly, another aspect of ECSI’s solution gives Cleveland State the ability to apply fees, a feature that has helped grow Cleveland State’s revenue. “Essentially ECSI is paying us to use them. We are getting our money, and getting it much faster,” said Ms. Herschbach.

### Cleveland State Return Rate:



For more information, or to arrange a demonstration, please contact the ECSI Sales Department at **1.866.841.ECSI(3274)** or e-mail us at **sales@ecsi.net**. Visit us online at **www.ecsi.net**