Alexandra Siotos
Senior Business Consultant
Experian Decision Analytics’
Global Consulting Practice

“With the benefit of 40 years of ‘in-the-trenches’ experience in the
collections industry, during which I have seen the pitfalls that clients need
to avoid, I have developed a comprehensive list of best practices that will
provide my clients with the competitive edge they need to navigate the
ever-changing market and be successful.”

Alexandra Siotos is a business consultant who works with clients in the financial services industry
to integrate the right solution into their business process with the goal of improving operational
efficiencies and gaining greater risk mitigation.

In her role as consultant, Siotos utilizes her 40 plus years of experience to evaluate clients’
processes, the tools they use and their specific goals so that she can establish a workflow
strategy making their business process smarter by leveraging technology, analytics and
performance metrics.

An expert in account segmentation, contact strategy, analytics scoring and operational
efficiencies, Siotos is entrenched in the collections and risk mitigation landscape. Her knowledge
ranges from competition and industry best practices to the heavy regulations that are impacting
her clients and the economic factors that are driving market growth. This in-depth
understanding of the market makes her one of the foremost authorities on efficient solutions
that will stand up to the ever-changing conditions in the market.

She advises her clients that before they implement any solution, they must have a strategy in
place based on prior analytics to reach peak performance. She also encourages them to run an
ethical business that follows all industry regulations to the letter of the law and best practices to
ensure compliance.

Prior to coming to Experian, Siotos spent 16 years at TRW (formally part of Experian) as an
operations and consumer relations supervisor. She also held a number of senior sales
management positions throughout her tenure at TRW.

Education:
• San Francisco State University, BA in sociology

Consulting expertise:
• Collection products and services
• Account segmentation
• Contact strategy
• Analytics and scoring
• Operational efficiencies
• TCPA Compliance
• Risk Mitigation

Selected Speaking Engagements:
• Experian’s Vision Conference 2014
  ~ “Members in trouble-Collection Strategies for Credit Unions”
  ~ “Driving Student Loan Rehab collection efforts with scorecards”
  ~ “Wells Fargo Bank Collections Summit”
• Experian’s Vision Conference 2013
  ~ “Maximizing revenue recovery for public-sector and municipal utilities”
  ~ “Collection score migration triggers versus daily collections triggers — which to choose”
• Professional Women in the Collections Industry and Call Center Industry (Keynote speaker)

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Case Study

Client: A large financial institution

Challenge: Client needed to improve their internal collection rates and increase their customer contacts from their delinquent population of hard to find and unresponsive customers

Strategy: Recommended the implementation of an event based notification service—Collection Triggers—A service that will quickly notify the financial institution when a debtor is showing signs of positive credit improvement or new updated contact information is available

Results: The financial institution increased their right party contact rates by 2% in addition to a 3% lift in payments from the hard to locate customers. The client was also able to leverage a variety of collection strategies based on the event notification received which resulted in lowering their cost of collections