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## Message from the COO



Hello Everyone, I hope you and your loved ones are safe and healthy.

With 2021 ending soon, we are almost at the end of another thought-provoking year. As we progress into a new year, new dimension of possibilities and potentials awaits us. And, I am confident that businesses around the world will witness a much equipped and unconventional approach towards challenges; a lot of which is held on advanced and disruptive technologies.

Talking specifically about the domain of debt collections and accounts receivable, the industry has its new set of challenges, combined with the prevailing virtual remote work and a gradual shift to the hybrid working setup. In this regard, I am glad to share some updates with you.

Our focus is ensuring anytime, anywhere access to technology solutions for our customers along with safeguarding customer information and compliance. We will achieve this with cloud hosting and guaranteeing its availability across all certified facilities. Our underlying objective is to reduce the burden on IT departments for routine and mundane requests. Additionally, our focus is also on keeping users prepared to scale up as the demand increases.

Working closely with partners and customers in the debt collections and ARM space, we very well understand the nuisances of the industry. In this direction, to ensure compliance and regulation demands are met, we are adding features and enhancing our solution, Regulation F being one of them. Also, as a part of the vendor compliance program, we have ensured training, background verification, secured access, clean desk policy, complaint handling, training, etc. in all our global facilities.

I am glad to share that Cogent has witnessed a heightened market presence gaining acceptance and popularity amongst its users and prospective users. Cogent has been listed on popular online software marketplace such as Capterra and G2 and has seen an amazing response there.

As you may already know, we have formulated a steering committee and started periodic meetings with our clients, with the sole purpose to establish a better alignment and connect with all of you. The steering committee ensures that your voice is heard and we work together as equal stakeholders towards the future of Cogent.

We are proud to share the successful implementation of CogentCollect, our web-based anytime, anywhere solution, for a leading creditor's right law firm. With CogentCollect the firm will be able to consolidate data and user activities in one combined platform, streamlining and automating business processes and optimizing operations. Post implementation, the firm has witnessed a significant reduction in human error and compliance breaches with real-time warnings.

AgreeYa and Cogent was recently featured by PYMNTS.com in an article titled "*Keeping Compliance At The Forefront Of Accounts Receivable*". The article covered our views around the value of offering a nimble and cloud-based account receivable solution to businesses. Especially to those whose debt collections strategies and compliance requirements altered during the time of disruption and virtual working. The interview also focused on how balancing a positive user experience through agile, cloud-based platforms, with prioritization of regulatory compliance, will remain impervious to developing a comprehensive account receivables strategy.

I would like to finish by thanking you all, we could not have accomplished what we did without your consistent support and feedback.

As always, if you have questions/suggestions or need any assistance, please do not hesitate to reach out to me directly at - [arindam.rc@agreeya.com](mailto:arindam.rc@agreeya.com).

Stay Safe and Happy Holidays!

Sincerely,  
Arindam RC, COO

## What's Trending

### New CFPB Rules in Student and Medical Debt Vex Collections Firms

New rules require debt collectors to provide consumers with a clear description of the amount of money they allegedly owe and whom they owe, among a host of other changes. [Read More](#)

### Collect Differently: How Consumer Preference Will Shape the Future of Collections

One study, for example, shows a high rate of preference for an email with a link the recipient can click to pay – a convenient option that allows them to avoid a phone confrontation. [Read More](#)



## Strict Liabilities for Attempting to Collect a Time-Barred Debt Through Litigation on The Horizon

Effective November 30, 2021, debt collectors are prohibited from bringing or threatening to bring legal action to collect a time-barred debt. Whether a debt is time-barred depends on the applicable statute of limitations under state law. [Read More](#)



## Future Roadmap

Our goal is to provide agencies and law firms in the debt collections space with a competitive advantage and bolster their processes for excellence. The roadmap for Cogent is based on market best practices, future anticipations, and evolving requirements from our customers. Here are some enhancements that would be rolled out as a part of future Cogent 6.5 release:

### Regulation F

Updated CFPB guidelines related to Regulation F mandate the firms and agencies to not contact consumers more than 7 times in 7 days per claim, obtain consent from consumers for all communications, and provide a facility for the consumer to opt-in or opt-out from specific electronic communication. We are bringing an enhancement in Cogent 6.5 to display the counters for call attempts and right party contacts in the last 7 days, new data fields to store consents, and opt-in or opt-out.

### Call Checklist

Updates to the call checklist feature will enable users to enter call disposition codes from the checklist and select the call with options wisely from the existing list.

### Consumer Complaints

We will be introducing a new 'Consumer Complaint Window' to allow users to effectively track and resolve incoming consumer complaints.

### Hardship

Cogent 6.5 will include enhanced options for identifying and tracking Consumer Hardships.

### Rescheduling Task Tracking

New enhancements will provide firms with better visibility to the tasks that are getting rescheduled. Users will be able to see the previous due date.

### New Integrations

Cogent 6.5 will allow firms to manage and automate their processes better by facilitating easy integrations with Microsoft Business Central along with 14 new vendor applications.

## Improvements & New Features

We just released Cogent version 6.4. The version brings cool new features and capabilities to Cogent enabling the users to manage processes better, ensure compliance adherence, and collect more.

### New capabilities introduced in Cogent Version 6.4

**Call Checklist:** Enables a user (collector or paralegal) to update the debtor details and mark the items in the checklist simultaneously while talking to the debtor.

**Upload Audio File:** Allows users to save audio call recordings for their future reference.

**Masking of Phone Number during Restricted Time under FDCPA Compliance:** Helps firms stay FDCPA compliant by masking the debtor phone numbers during restricted call time.

**Additional Language Preferences:** Law firms can choose a preferred language from 480 different languages to communicate with their clients effectively.

**Enhancement on Attorney Review:** Bar number restriction has been removed in the recent version. Now, irrespective of the Bar number, attorneys can see all the tasks. Additionally, attorneys can also enter detailed notes within 5,000 characters.



## Resources *Download*

Get an in-depth view of what's changed in the Cogent product. Request your copy of Cogent 6.4 release notes.

**Ask For a Copy Now**



## Cogent User Group

We are planning our next annual Cogent User Group virtually, sometime in the mid of January 2022 and will look forward to e-meet and discuss your expectations from Cogent and to frame our future product roadmap. We will keep you posted on the date and time of the user group. Keep an eye on the invite!



## Industry Partnership

We frequently collaborate with other solution companies in areas such as payment integration, process servers, call recording, and analytics to provide our customers with access to customized technologies and services. Our aim, through such partnerships, is to offer users the flexibility to plugin, on an as-need basis, a wide variety of tools with Cogent as their central platform.

Towards this end, we have partnered with 14 different new vendors to further strengthen our product. The upcoming Cogent 6.5 version will allow law firms and debt collections agencies to manage and automate their business processes better by facilitating easy integrations.

## Review Cogent on Capterra and G2

As you may know, many people like you rely on reviews and references to make sure they make the best purchase possible. In fact, 97% of potential buyers depend upon reviews when deciding whether to purchase.

We know you like us. That's why we are going to ask a favor... would you be able to leave us a review? We would really appreciate it!

If you haven't done it already, writing a review is incredibly easy and will take no longer than 10 minutes to complete. You can submit one anonymously if you decide so (even we would like it that way!)

**As a little thank you, we'll send you a \$25 Amazon gift card for each review you submit\***

[Submit a review on Capterra](#)

[Submit a review on G2](#)

**New Firm Default:** For better control over the debtor cost, a new firm default has been created where a law firm can control whether to convert the pending cost to the debtor balance on entering the stipulation date.

**New Icon to Indicate Active PPA:** Enables users to easily identify an active PPA on a claim and gain insight into the PPA type by hovering over the icon.

**New Report Type:** Allows users to search for outstanding invoices based on multiple clients.

**DIY Enhancement:** Only debtor ID will be required while importing the maintenance/vendor file, as it is in itself a unique field in Cogent.

**New Action Type:** Allows users to enter the number of days while setting the SOL after the judgment date, by leveraging workflow automation.

**Option to Copy the Updates Across All Future Payment:** When a payment arrangement is set up, the debtor will be empowered to change it later on. Towards this, a provision will be provided to the firm collectors where a user can choose to copy the updates across all future payments in the agreement.

**Option to Copy the Updates Across All Future Payment:** When a payment arrangement is set up, the debtor will be empowered to change it later on, and accordingly all the future payment dates will be modified in the agreement.

## Throwback to NCBA Fall 2021

We had a great time meeting with colleagues, clients and friends at the NCBA conference in San Antonio, TX. Although smaller than previous years, it was a great conference and an ice breaker. We thank you for your time and as always, we look forward to seeing you in Nashville for the 2022 spring conference.



## Customer Spotlight

### Mark Cunningham

Firm: Finkelstein, Kern, Steinberg & Cunningham, PC

#### Education

- Austin Peay State University, BA
- Lincoln Memorial Duncan School of Law, JD

#### Bar Admissions

- Tennessee

#### Area of Practice

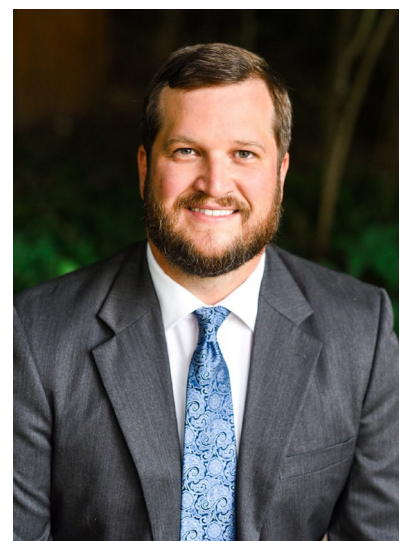
- Consumer Collections and Creditors' Remedies
- Bankruptcy
- Estate Planning and Administration

#### Bio/Profile

Mark Cunningham is the President of Finkelstein, Kern, Steinberg & Cunningham (FKSC).

His journey in the debt collections industry started 13 years back when he joined FKSC, a debt collections firm, as an account representative. Upon completing his law degree, he rejoined the firm as a collections attorney with a comprehensive understanding of all aspects involved in the collections business which led him to his position today.

Presently, Mark manages and oversees the operations and business functions of the FKSC including all major projects and initiatives such as the implementation of the recent Regulation F changes. Apart from his active involvement in compliance and legal side, he also contributes towards other departments like human resources and payroll to ensure efficiency in all departments.



## Support



General Enquiries

[askcogent@agreeya.com](mailto:askcogent@agreeya.com)



Sales

[cogent@agreeya.com](mailto:cogent@agreeya.com)



Marketing

[marketing@agreeya.com](mailto:marketing@agreeya.com)



Technical Enquiries

+1-916-351-2955  
+1-916-351-2599

### Outside of the Arena

Mark was born and brought up in Knoxville, Tennessee. He lives there with his lovely wife and two children, a seven-year-old daughter and a three-year-old son. The family cherishes being in the outdoors and therefore, never miss an opportunity to plan a weekend. His wife has set a goal to visit every state park in Tennessee!

Apart from this, Mark is an avid hunter and fisherman. He pursues deer and turkey but enjoys small games such as dove and squirrel. He thoroughly enjoys the conservation side of hunting and is passionate about improving the habit for wild game as well as introducing new hunters to the sport.

Additionally, he makes and sells custom turkey calls. To unwind and relax after a stressful day, he takes a board of wood and turns it into an instrument used to call in turkeys.

### Evolving Technology Landscape: Embracing Change

Finkelstein, Kern, Steinberg & Cunningham (FKSC) has been one of the early adopters and have been using Cogent for more than 7 years now. We asked Mark to share reasons for investing in Cogent and to highlight some of the business benefits this decision has resulted in.

#### Why did you move to Cogent?

**Mark Cunningham:** We have used different software in the past to ease and improve the collections processes but were facing difficulty in ensuring compliance adherence. The sophistication and functionality of Cogent far exceed the capabilities of our previous software.

#### Business problems solved by Cogent?

**Mark Cunningham:** Among all the superior features of Cogent, I need to make a special mention of its reporting capabilities. With Cogent, we are not only able to meet client demands but also manage business better.

#### What do you like the best about Cogent?

**Mark Cunningham:** Change is the only constant in our industry. The Cogent platform is based on market-best practices and evolving requirements from our clients. It's vital to our success to having a software provider that can evolve with our needs and not remain static. From standard improvements to custom jobs, Cogent continues to meet the rigorous demands of this industry.

#### What do you like best about working with AgreeYa?

**Mark Cunningham:** AgreeYa has the competency, capabilities, and resources to meet all our demands. What stands out to me is their customer service. Whether we are troubleshooting an issue on our end, or inquiring about a custom job, AgreeYa is quick to respond and always provides the information we need promptly.



[www.cogentcollections.com](http://www.cogentcollections.com)