



Insurance Collection Executives (ICE)

## **Active Customer Engagement—The Importance of a Multi-Channel Communication Strategy**

Ann Evans from RevSpring discusses how finding the right strategic balance is critical to ensure your business adapts with the market and evolving customer experience.

[http://theicesite.com/Documents/Active\\_Customer\\_Engagement.mp4](http://theicesite.com/Documents/Active_Customer_Engagement.mp4)