

Beyond the Call: Elevating Collections Through Omnichannel Communication

By: Rudy Schatzmann, Altus Commercial Receivables

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In today's commercial collections environment, resolving past-due invoices isn't as simple as making a phone call and waiting for payment. The communication landscape has fractured—email inboxes overflow, phone calls go unanswered, and attention spans are shorter than ever. For AR and collections professionals, the challenge isn't just persistence—it's precision.

An **omnichannel communication strategy** has emerged as a critical solution. This approach integrates multiple outreach methods—phone, email, text messaging, digital portals, and even social media—into a cohesive plan designed to meet customers where they are, not where we hope they'll be.

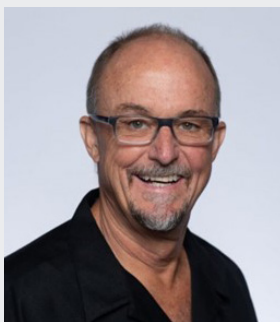
Omnichannel Methods Matter in Collections

Omnichannel outreach isn't about increasing the number of messages—it's about increasing their effectiveness. In collections, timing, tone, and delivery method are just as critical as the content itself. A well-executed strategy ensures that...

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About the Author



Rudy Schatzmann has spent nearly 20 years in AR Credit Collections, all with Altus Commercial Receivables, where he's widely regarded as an expert in Commercial Collections, Risk Management and Loss Mitigation. His deep industry knowledge is bolstered by a diverse career in sales, sales management, training, and business ownership across multiple industries. Rudy attributes his success to the broad range of experiences he's gained over the years, which provide valuable insights into his current role.