

Spring 2023 Newsletter



President's Message

BY NEHA BALOOJA

I hope this message finds you brimming with excitement and motivation for the year ahead! I am thrilled to share with you the remarkable progress and achievements of the TRMA over the past quarter.

I extend my heartfelt gratitude to our esteemed board members and committees for their unwavering dedication and hard work. Their voluntary contributions have been instrumental in elevating the TRMA to new heights.

Our vision for 2023 is to drive even greater impact by raising awareness of our association and its benefits for individuals and companies in the telecommunications industry. We strive to foster active engagement within our board and committees to ensure that we continue to meet our objectives.

I am delighted to report that we have already made significant strides this year thanks to our enhanced online resource center and informative webinars featuring industry experts. Our committees are working tirelessly to develop new tools and resources that will benefit our members.

Mark your calendars for the TRMA Conference in Toronto, scheduled for June 7th and 8th. This conference promises to be a highlight of the year, offering unparalleled opportunities to network with peers, attend informative sessions, and stay abreast of the latest industry trends and technologies.

I urge you to take full advantage of the numerous benefits of TRMA membership, and I am honored to work alongside you in the coming year.

Warm regards,
Neha Balooja President, TRMA

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January Webinar Highlights

C&R Software
Collections & Recovery Simplified

Collecting Loyal Customers
- A Global Perspective

February Webinar Highlights

 **LexisNexis®**
RISK SOLUTIONS

Digital? In person? Where
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March Webinar Highlights

LEXOP

Leveraging Technology to
Maximize and Streamline Your
Collections

Looking Ahead

Stay informed and in the
know!

Have you visited our
new website?

Check out our new look!



Collecting Loyal Customers – A Global Perspective

In this webinar, John McMahon and Jeremy Russell from C&R Software discussed strategies to build brand loyalty through difficult times. In light of the pandemic and recent macro-economic conditions, customers are experiencing more and more financial turmoil. Putting customers at the heart of the collections process creates ongoing opportunities to build loyalty.

Listen Now

Digital? In person? Where Canadian Telecommunications Providers Can Expect to Fight Fraud in 2023

This webinar discussed how Canadian companies can protect consumers and revenue, in-person and in digital channels.

Participants learned about:

- How to guard against sophisticated fraud attempts
- Improve fraud capture effectiveness
- Provide seamless digital, hybrid and in-person experiences via a unified, end-to-end risk assessment approach

Listen Now

Leveraging Technology to Maximize and Streamline Your Collections

This webinar discussed how telecom providers can adopt a cost-efficient digital collections strategy to regain control of their past-due accounts, reduce manual labor costs, maximize cash flow, and provide flexibility to their customers.

Participants learned about:

- Bridging technology gaps between originations and collections
- Using technology to automate collections, improve cash flow & retain customers
- Strategies to move away from traditional collect practices

Listen Now

THANK YOU!

Our sincerest thanks to all the speakers who made our first quarter webinars fun and informative.

As a token of our appreciation, a donation has been made to our charity partner, [Meagan Bebenek Foundation](#) in your names.

Looking Ahead: Conference – June 7 & 8



Our keynote speakers are a power couple of Canadian comedy, Second City Alums Matt Baram and Naomi Snieckus are a six-time Canadian Comedy Award winning troupe offering unique appearances and interactive workshops to help people “learn with laughter.”

Wondering how this comedic duo fit in to our plans? You'll have to come to the conference to find out. [Registration is now open!](#)

Thank you to our conference sponsors!