

Delinquent Borrower Communication Sample 2015

At Nelnet, we know that every borrower's situation is different. Their delinquency might be the result of an honest mistake, or they might be in serious financial trouble. To assist borrowers who have missed some payments, we've created emails that not only alert them of being past due, but also explain how Nelnet can help in all stages of delinquency.

No matter the borrower's situation, our job is to make sure they know all of their repayment options, including income-driven payment plans, graduated payment plans, deferment, and forbearance.

We send several emails to borrowers in all stages of delinquency, but we can't disclose every communication, so the following emails are just a small sampling:

- Early-stage delinquency: "You missed a payment, but we can help."
- Mid-stage delinquency: "Get back on your feet with a new repayment plan."
- Late-stage delinquency: "We want to help call today."



Nelnet's Overall Approach

Nelnet continues to reach out to delinquent customers in a variety of media to resolve delinquency, including telephone calls, emails, social media, and text messages where applicable. A general outline of our activities is as follows:

- Repayment Counseling: Proactive outreach to borrowers entering a repayment status.
- Delinquent communications begin at six days past due.
 - Customers will receive a message blast through an automated dialer at six days past due.
- Delinquent customers will receive multiple phone calls per month starting at 31 days past due.
 - -31-90 days past due = five per month
 - 91-180 days past due = two per month
 - 181-240 days past due = one per month
- Delinquent customers will receive up to four emails per month from 31–210 days past due.
- All customers receive monthly statements via email or mail.
- Customers receive payment reminders or other text alerts should they opt in or miss their initial payment.

"You missed a payment, but we can help" Email 15 DAYS PAST DUE

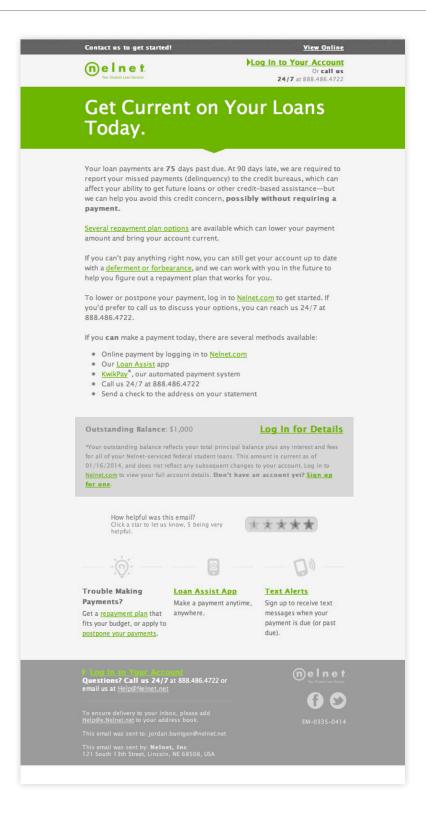




GOAL: This is a friendly reminder to borrowers who are a few days behind on their payment. This email lets them know that there are several ways to make a payment, and if they need to lower or postpone their payments, they have options.

"Get back on your feet with a new repayment plan" Email 75 DAYS PAST DUE



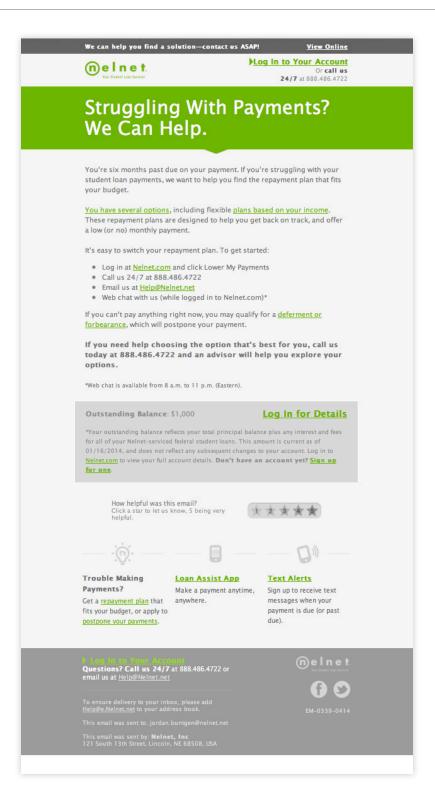


GOAL: This email lets borrowers know that if they don't contact us soon to make a payment, they could risk damaging their credit score and being reported to a credit bureau – but, they can reach out to us at any time to lower or postpone their payments.

"We want to help - call today" Email

180 DAYS PAST DUE





GOAL: This email is sent to borrowers who are in the later stages of delinquency and are dangerously close to defaulting. It reminds them that just by reaching out to us, they can lower or postpone their payment through several methods, thereby avoiding default.