

THE NETWORK

Central PA's Guide to Business & Industry

Commitment to excellence drives revenue recovery agency

A commitment to excellence has driven National Recovery Agency (NRA) to levels of noteworthy growth and expansion. The Harrisburg-based revenue recovery agency infuses every facet of its nationwide operation with excellence, from client service to employee achievement to support of the surrounding community.

The NRA Group d/b/a National Recovery Agency was founded by Jill E.M. Kusic Esq. and Steven C. Kusic in 2005 with the asset acquisition of Credit Plus Solutions Group and National Recovery Agency Inc., an agency founded by Steven's father in 1976. NRA serves clients in all 50 states and the District of Columbia, helping to recover lost revenue for utility companies, healthcare organizations, governmental organizations, retail operations, educational loans and financial institutions.

NRA works closely with each client to establish a Revenue Recovery module that can work in the best interest of the client and the consumer. The module is designed to increase short-term cash flow and maximize long-term revenue recovery.

According to ACA International, The Association of Credit and Collection Professionals, the Accounts Receivable Management industry is a \$150 billion industry. Revenue recovery agencies recover over \$40 billion annually. The economic benefits include helping businesses maintain competitive, lower prices and saving the average household in the United States more than \$350 every year.

Since 2005, National Recovery Agency has experienced 159 percent revenue growth. For the period 2005 to date, NRA has recovered \$92 million in revenue for clients. This year, the agency anticipates reaching over \$3 billion in placements from its clients.

NRA boasted a 99 percent customer retention level in 2008 and continuously seeks to implement new strategies to provide excellence in service and value to its clients.

The Client Service Department maintains regular contact with clients and is readily available to answer questions and provide reliable data to clients. The Information Technology and Support Services Departments help clients with technical issues,



National Recovery Agency Owner and CEO Steven Kusic.

file transfers and payment processing services. Understanding that clients want current status reports on their accounts, NRA provides secure, online access so that customers can get real-time updates at their convenience.

NRA recognizes that a commitment to excellent customer service means a commitment to excellent employees. Employees are the frontline of NRA, representing not only the agency, but the agency's clients.

Before making a single call, an employee is trained on the nuances of the client's industry to increase understanding of the client's needs. Employee training is a continuous endeavor at NRA, where employees continue to learn about changes in the law, new customer service techniques and strategies for success. Supervisors are readily available to answer questions and help employees resolve challenging situations.

An intranet site for the employees helps foster a creative team environment in a

dynamic industry. NRA encourages employee advancement and retention through Career Path, a program designed to promote upward mobility and enhanced career capabilities.

In 2008, NRA opened its second call center in Mechanicsburg to better serve its growing client base. The company currently has more than 200 employees and has continued to create new employment opportunities despite the region's difficult economic times.

"Our industry, to a great extent, is recession-proof; however, market trends do affect the employment base and the available talent. NRA will continue to grow and create better opportunities for Central Pennsylvanians," said Steve Kusic, CEO.

Professional excellence is more meaningful when a company is willing and able to share that success with its community. NRA has a firm commitment to supporting non-profit organizations across the region. In addition to corporate sponsorships and serving on boards

NATIONAL RECOVERY AGENCY
2491 Paxton St., Harrisburg, PA 17111

Branch Office | 3 Crossgate Drive,
Mechanicsburg, PA 17055
800-360-9953

www.nationalrecovery.com

Year established | founded 1976

Business type | Revenue recovery

Number of employees | 207

Company owners | Jill and Steven Kusic

Company officers

Steven C. Kusic, CEO
Jill E.M. Kusic Esq., President
Shell S. Sharma, Chief Operating Officer

Human resources

humanresources@nationalrecovery.com

About the company | "We're a 'Responsible Revenue Recovery Company.'"

and committees, NRA has established Community Caring Committees that encourage and support the volunteer interests and efforts of employees. Some of the organizations NRA has supported are Central PA Blood Bank, Volunteers of America, Big Brothers Big Sisters, March of Dimes, Central Pennsylvania Food Bank and the Jake Gitlin Research Foundation.

"Giving back to the community brings a great sense of pride and satisfaction among employees and sows the seeds of teamwork," said Kusic.

A commitment to excellence has helped distinguish NRA within its industry. NRA is the only revenue recovery agency ACA-PMS (Professional Practices Management System) certified agency in Pennsylvania, a designation rendered by the Association of Credit & Collection Professionals.

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CORPORATE OFFICE: 2491 PAXTON ST., HARRISBURG, PA 17110

1.800.360.9953 • WWW.NATIONALRECOVERY.COM

BRANCH OFFICE: 3 CROSSGATES DRIVE, MECHANICSBURG, PA 17055



Published on 5/17/2009

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