

Case Study Hosted Contact Center



“A Europe based micro finance company is now recovering their debts at a faster rate”

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About Client

A mobile micro loans in Europe, offers private short-term loans. The customers can utilize digital media to apply for loans in amounts varying between EUR 50 & 2,000, with an average maturity of 33 days. Founded in 2005 the company offers its services in 24 countries, with offices in 18 countries. With more than 2 million registered users, the company's revenue for 2013 was 58 million EUR

Requirements | Challenges

- Offering micro loans over mobile phone & internet to shorten the time of debt collection, to have a continuous flow of debt repayment
- Contact a large number of customers over a short period, cost effective
- Customers behind payment were contacted via phone and reminded of their debt
- Failure to reach customers they ignored calls from the known number, lack of preparation on customer end, call coming in at the wrong time
- The failed contact generated extra workload for the CC agent: CRM system had to be updated, so it generated and sent an automated informative SMS to the customer

Partner Solution

- Implementation of the VCC solution because of the high-quality cloud-based service
- Implemented as a corporate standard over 18 countries
- The trust towards the solution strengthened, the company started using integrated multichannel solution
- The agents still contact debtors via phone. After the call is terminated, the agent sends an informative SMS
- The VCC was integrated with the existing CRM systems. The informative SMS is automatically generated, which is sent by the agent with a single click

Benefits

- The VCC & its integrated multichannel solution provided a profit generating customer management tool that addresses the challenges posed by the 21st century's customer.
- Using the multichannel solution, outstanding liabilities are collected faster, which is re-invested faster, and such the company can register impressive profitability numbers



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