



Customer Service Outsourcing

for a leading CustomerServ® FinTech Client

OUR CLIENT

With over \$5 billion in loan originations and 2 million customers, our client is a leading provider of online, tech-enabled credit products serving non-prime customers. Nearly 150 million Americans have non-prime or subprime credit status, limiting their borrowing options. In an industry that is not always noted for great service, a customer-first culture with high quality service is a game changer. A lackluster long-term call center vendor left the client frustrated and looking for the right fit in a real business partner.

CHALLENGES

In 2014, our client's 6-year incumbent vendor relationship went south. It was clearly a 911 when CustomerServ's intake process highlighted how critical the situation had become for our client's customers. Quick action combined with our well-proven discovery and due diligence process showcased the "inner client" and matched them to two perfectly aligned call center vendors. Our client chose to work with both of them and the ship was righted in short order – **customer satisfaction & first call resolution rose to 95% across multiple**

product lines and a true customer-first approach contributed to all-time high performance!

CustomerServ guided our client to best in class nearshore and onshore solutions delivering high CSAT scores and cost savings. But this was only the beginning. CustomerServ was called upon once again to lead our client to another match made in heaven for 1st and 3rd party collections and loan servicing. And CustomerServ delivered a winning solution, earning nearly 100% of our client's business within 1 year of launch.

IMPACT HIGHLIGHTS

95%
CUSTOMER
SATISFACTION &
FIRST CALL
RESOLUTION

ALL-TIME
HIGH QUALITY
SCORES

40%
COST REDUCTION
NEARSHORE

SYMBIOTIC
VENDOR
PARTNERSHIPS

COMPANY PERFORMANCE HIGHLIGHTS

OVER

2 million

CUSTOMERS SERVED

OVER

\$4 billion

IN LOAN ORIGINATIONS

CUSTOMERS SAVED OVER

\$2 billion

COMPARED TO OTHER LENDERS

WHAT PROBLEMS DID WE SOLVE?

- Subprime lending should not mean subpar service!
- Stale 6-year old vendor relationship was lackluster
- Staffing was inconsistent
- Lack of customer centric culture
- Underwhelming outsourcing performance
- Slow and sluggish client services
- Falling quality scores
- Introduced best in class nearshore solutions

HOW DID WE DO IT?



- **CULTURAL ALIGNMENT**
delivered vendors who live the customer-first culture



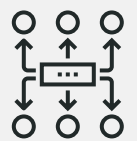
- **NIMBLE CLIENT SERVICES**
transparent communication processes, swift action



- **STAFFING EXCELLENCE**
strong talent acquisition within a people-valuing organization



- **QUALITY DELIVERY**
consistent engagement assures all-time high performance



- **TRANSPARENCY**
real-time performance management insures SLA achievement



- **COST MANAGED**
onshore/nearshore combination mitigates risk with high quality

REDEFINED THE OUTSOURCING PARTNERSHIP

- Recognizing that a savvy client with deep outsourcing experience can still benefit from the expertise of an expert like CustomerServ bringing better-matched vendor options to the table
- Understanding what is truly important to your organization - so the partnership you choose reflects those priorities clearly
- Focusing on the metrics that matter – customer satisfaction and first call resolution being brought to 95% drove overall customer experience to all-time highs
- Your solution may not be “a” single solution – in this case, two hightail qualified vendors provide risk mitigation, healthy competition and quick, meaningful impacts
- Leveraging your success – our client was extremely satisfied with the difference CustomerServ made on customer service and transported that to their 3rd party collections with stellar impacts including a proprietary technology solution that integrated with client software to deliver a breakthrough omni-channel strategy

THE FINAL WORD FROM OUR DELIGHTED CLIENT

“CustomerServ helped reinvigorate our call center outsourcing channel by matching us with vendor partners that really understand our unique culture and dedication to customer experience. Our customer service and loan servicing channels have greatly benefited from the call center outsourcing partnerships we have established by working with CustomerServ.



LET'S TALK

855-946-2728

Founded in 2006, CustomerServ is an outsourcing ecosystem, bringing three decades of data, expertise and a rigorous vetting process to match you with the most compatible call center outsourcing vendors – at no-fee. Our team helped pioneer the call center outsourcing industry, revolutionizing how “success” is defined in an outsourcing relationship. The CustomerServ team has vetted hundreds of call center BPOs, with ongoing vetting of rising stars, to give you a more predictable way to secure the best vendor relationships.

