

How Babble helped → ***EVERYDAY LOANS IMPLEMENT DASHBOARDS, WALLBOARDS & REAL-TIME REPORTING IN THEIR CONTACT CENTRES***





01 — PROJECT OVERVIEW

Financial Services

Contact

Everyday Loans

Project Aims

Gain unparalleled insights into their enterprise, driving actionable day-to-day business decisions that led to superior customer experiences.

A crucial part of their operations is the Contact Centre, which is a key touchpoint for consumers in ensuring personable, bespoke services to meet the unique lending needs.

To offer the best possible experience to their customers across their 80+ branches & contact centres, the teams rely on the ability to act in real-time to ever changing customer demand in today's busy world.

The challenge

Everyday Loans had previously been running an omnichannel cloud contact centre solution which was heading towards the end of its technological lifecycle. With the cloud strategy set, they took the decision to work with Babble to migrate to Five9's Virtual Contact Centre (VCC). This provided them with an affordable & scalable platform, which offers flexibility to expand in line with their growth plans, without the need to purchase expensive hardware.

In order for the migration to be successful, Everyday Loans needed to ensure that they have visibility of the performance of each of their contact centres, not only within the branches themselves but centrally, to allow them to manage resources effectively across the organisation.



Client

Everyday Lending Limited is a personal loan lender with branches located throughout the UK. Established in 2006, they provide a straightforward way for individuals to borrow money. Unlike other lenders, Everyday Loans offers a case-by-case approach to customers, allowing them to be flexible in deciding how much to lend and when. However, their commitment to professional and responsible lending is paramount, and they only lend what an applicant can comfortably afford to repay. With a focus on simplicity and convenience, Everyday Loans offers a fast and efficient online application process, with a conditional decision made in minutes.



02 — PROJECT OUTCOME

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The solution

“Babble came in and made this simple. Our initial thought was to develop a wallboard solution internally by utilising APIs, but it immediately became clear that this was not going to be easy and the management, when live, caused more concerns.

We worked closely with Babble to explain our requirement and from the initial conversations all the way through to the ongoing support and management of our implementation, they have shown an unrivalled understanding and expertise.”

“We now utilise IRO 20 KPI’s in the wallboard layouts of our branches, and an additional 10 for management visibility, but I understand that many more are built in. Deploying the Dashboard and Wallboard solution has allowed us to adapt to changing scenarios in real-time. If one of our contact centres is busy and struggling to meet demand, we can re-assign resources to address this and keep wait times down. We’re also alerted proactively about this to ensure we can take action when it is happening and not miss a crucial event.”

— Kris Hall, Everyday Loan’s
Customer Contact Manager.

It was important to Everyday Loans that they could create, change & publish the layouts as part of their ever-growing business.

“We needed to ensure that we could run our organisation efficiently & effectively to exceed the expectations that our customers have. We utilised the Five9 Supervisor license to manage resources but were struggling to easily share performance metrics across all our sites.”

— Kris Hall, Everyday Loan’s
Customer Contact Manager.

The benefits

As part of their digital strategy, Everyday Loans are looking to enhance customer experience further and offer a variety of digital channels for customers to contact them with.

“Visibility is key to our working practices, and if we’re going to implement more ways for our customers to contact us, then it’s vital that we can measure the performance in real-time.”

— Kris Hall, Everyday Loan’s
Customer Contact Manager.



SO, WHY **WORK WITH BABBLE?**

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Project success

If you are looking for a real-time reporting solution for your enterprise's contact centre, Babble provides the right tools to improve, manage and monitor your business performance.

"One of the reasons we chose Babble was the ease of use. The editing tool is highly intuitive, and we have opened this up to some branch leaders allowing them to create their own statistics layouts. This takes the pressure away from the technical team and also ensures no delays are experienced. The Babble solution has enabled this way of working, and since there is no cost for additional layouts, we can manage our budgets tightly, only needing to invest when our staff count grows."

— Kris Hall, Everyday Loan's Customer Contact Manager.



"We are in constant communication with Babble about where we might be heading and how they can help accommodate us. I must say, I am hugely impressed by their ability to listen & adapt their solution to help us move our business forward. It is win-win for everyone, as they get feedback from a live customer which gives them the ability to help us develop for real world scenarios and also add value to their expanding product line. It sounds sensible, but it's something we have not seen much from technology vendors in the past."

— Kris Hall, Everyday Loan's Customer Contact Manager.



A rapidly growing Unified Comms, Contact Centre and Cyber Solutions provider

Babble has always tried to break the mould and change how businesses like ours should function.

We take the time to understand the needs of our customers to then offer the latest cloud based technology in a joined up solution, helping them achieve what they want to.

We believe in making next-generation technology simple to use, deploy and manage.

Giving you easy to use tools to create a market leading work environment that's agile, scalable and secure.

t. 0800 440 2100

e. sales@babble.cloud

www.babble.cloud