

Case Study:

Maximise - Redefining Customer Contact



The Company:

Freedom Finance was founded in 1983 and is one of the UK's leading national finance brokers in personal loans to homeowners and mortgages.

Industry: Financial

Location: Manchester, Norwich, UK

Challenge:

- The implementation involved displacement of the existing legacy dialler.
- Support future multi-site expansion.
- Increase efficiency of sales efforts.
- Back office integration.

Solution: Maximise Enterprise

The Results

- Improved dialling flexibility.
- Remote site support.
- Future Proofing.
- Improved contact levels.
- Improved stability
- DMA compliance

“ Since Implementing Maximise our conversion rates are up 20% ”

- Alison Nichols, Dialler Manager, Freedom Finance

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A Changing Marketplace

Over the past decade, the contact centre industry has experienced significant advancements. New technologies are enabling increased productivity and customer expectations are rising. The industry is now starting to embrace the role that responsible dialling plays in continuing to exceed customer expectations.

Prior to installing Magnetic North's outbound productivity solution, Freedom Finance used a legacy dialling system. To continue to provide clients with the highest level of service and remain ahead of the competition and in the light of massive upgrade costs, it was decided to invest in a new platform.

“In order to move to the next level, we felt we needed to move to a solution that could more effectively manage our data and human resources, whilst at the same time increasing productivity levels.”

- Wayne Lord, Telecoms Manager, Freedom Finance.

Redefining Customer Contact

Freedom Finance needed a solution that would boost productivity whilst at the same time be flexible enough to meet their strenuous demands. A detailed system requirement study revealed that Freedom Finance required an outbound productivity solution with the following capabilities to meet the predefined objectives:

- > Predictive dialler
- > Support for distributed architecture
- > Multiple contact numbers per record
- > Open system

The Solution

After careful assessments, Freedom Finance selected Magnetic North's Maximise, a best of breed customer interaction management system because it believed this system would offer the fastest return on investment whilst reaping all the benefits of a web-based platform, that supports call blending and a distributed architecture.

“Ultimately we chose Maximise for its dialling, pacing, filter and blending capabilities. Magnetic North were also able to demonstrate the solution’s flexibility of a software based platform over a hardware legacy solution when installing the system.”

Adds Wayne.

Improved Dialling Efficiency

Maximise provides seamless integration with Freedom Finances’ back office systems. By automating the process, they are now able to respond to loan enquiries far more quickly, boosting approval rates.

“We receive new data on an hourly basis - through Maximise and its open standards we have been able to automate our calling list process.”

- Alison Nichols, Dialler Manager, Freedom Finance

Alison continues:

“Data integrity is maintained at all times and Maximise supports multiple numbers per contact record, this has boosted our contact rates three fold and seen our agents productivity rise dramatically.”

Increased Focus

In addition to enabling Freedom Finance to perform more efficient calling campaigns, the Maximise system is self tuning, once a campaign has been created Maximise does the rest. This kind of automation afford managers time they need to coach and develop agents.

Protect today’s investment and ensure future flexibility with open systems architecture

“The open architecture of Maximise provides the flexibility you need to grow your business. No more getting locked into single vendor proprietary hardware, and with Magnetic North’s platform approach the solution grows with you and never becomes obsolete - it keeps improving over time.”

- Wayne Lord Telecoms Manager Freedom Finance

“I now have more time to manage my agents, previously most of my time was taken up by managing the running of the dialler. Maximise is self tuning and allows me the time to manage employees rather than the system.”

Alison explains.

Improved Service

Maximise has been designed by business users from the ground up to provide a more efficient way to manage your data whilst increasing productivity.

“New agents are up and running in 10 minutes, it’s [Maximise] so easy to use.”

Alison concludes.

Looking Forward - Multiple Location Support, Blending, Expanding Capacity

The benefits of Maximise can be easily expanded to multiple locations. Several sites can utilise the same system, streamlining service and reducing costs.

Freedom Finance plans to take advantage of Maximises flexible architecture within the next year. This will also include implementing call blending to further increase productivity and customer service.

“Maximise still has a lot more to offer us and I can’t wait to push it to its limits.”

Concludes Wayne.

About Maximise

Maximise offers a revolutionary objective based approach to outbound customer contact which delivers massive increases in productivity. Whilst integrated management tools allow businesses to manage contacts with end customers more effectively.

Maximise provides flexible and customisable web based reporting facilities to allow business users to run reports quickly and easily. Whilst real-time dashboards help measure campaign effectiveness.

About Magnetic North

Magnetic North solutions are specifically designed to unlock employee productivity. Maximise, a proactive outbound contact solution, delivers increased customer contact volumes, whilst Optimise, our recording and quality management solution, enables improved agent performance.

Magnetic North’s solution architecture uses open industry standard technologies that delivers the very best in functionality, ease of use and provides a rapid return on investment. Close partnerships with our customers allow our solutions to continually evolve. Magnetic North enable companies to unlock the full potential of their workforce whilst helping them attain new levels of employee productivity and motivation.