

BPO as a growth driver in the banking sector

A study case by

valoris

BUSINESS PROCESS OUTSOURCING SERVICES





BPO SOLUTIONS FOR THE BANKING INDUSTRY

Customer Care

Back Office

Collection

CRM Software

14 years ago one of the leading international companies offering car financing services decided to handle its customer care operations through outsourcing.

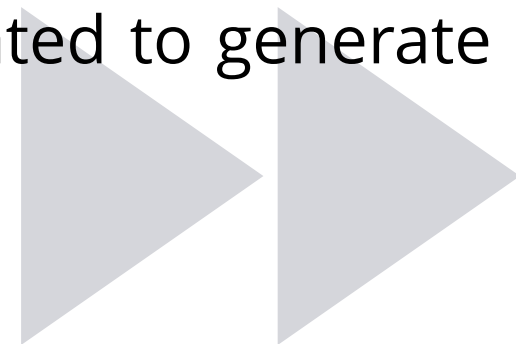
Read this study case to see how a BPO company can act as a reliable Center of Competence.



Banking is a customer oriented service

In a nutshell, banking is about money, loans, interest rates and payments. But as a service based industry, banking is one of the most competitive climates in the actual environment.

Customer experience is highly acknowledged as a key differentiator in the financial institution race. Often seen as an instrument for improving cost efficiency, outsourcing customer experience in the highly financial competitive climate means that resources can be allocated to generate more business value.



Customer Care & Back Office for a bank

14
years
together



After starting the operations on the local market, our customer quickly decided to outsource the customer care workload.

14 years later, they stick with us, as we managed to build a successful and reliable support department.

On a daily basis, we cover specific areas, such as:

- ✓ general information on banking services
- ✓ billing information
- ✓ copies of documents
- ✓ forms
- ✓ complaints
- ✓ customized information regarding loans
- ✓ collection
- ✓ request for update information
- ✓ information and awareness campaigns

INBOUND

Single point of
contact

OUTBOUND



valoris
BUSINESS PROCESS OUTSOURCING SERVICES

Multichannel approach solution



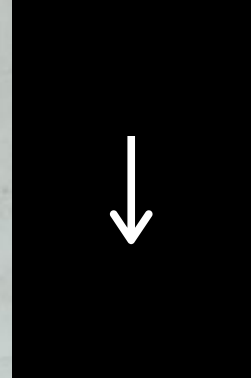
Phone interactions: 40%



E-mail interactions: 60%



Chat: to be implemented



End-users



B2B: 50%



B2C: 50%

TOP REASONS FOR REACHING OUT

- Loans and accounts closing
- Credit support information
- Payment confirmation
- Balance check
- Payment check





Performance

Answer rate

Quality

Satisfaction rate

90%

96%

93%

FCR

ARR

85%

250
min

(first call resolution)

(average response rate)

Almost all interactions are solved within half a business day. Most of them usually need escalation and extra workload. In the banking industry, it is crucial to be able to offer support to your customers in the same day.

We also measure customer satisfaction with second day surveys.

The customers are called by neutral agents, that are not involved in the evaluated interactions and who evaluate the overall experience, satisfaction and willingness to recommend the bank.

Adding the survey to the services we offer brings out insights on customer satisfaction and opportunities for improvement.





Collection service: 50% enhanced performance

Within one year we reduced by half the number of customers who reached hard collection process.

To do this, we created functional workflows through our customized Microsoft Dynamics CRM platform (alert the agents when a customer enters the collection stage).

Such a good performance on collection helps the bank in two ways:

- Income optimization - they don't lose money due to late payments.
- Cost optimization - by reducing the number of customers who reach the hard collection stage, the bank saves up on debt collectors.



Human touch

The financial area is a demanding one and customer care experts need to be focused on the industry specifics.

Agent profile

- studies or experience in the financial field
- problem solving skills
- carefully look into details
- quickly identification of difficult situations
- treat each situation individually
- offer customized solutions.

2 years average time on this project

3% attrition rate

10 days average training time



CRM software solution



The CRM solution we developed includes:

- daily updated information on the customers database;
- customized workflows to improve and support the ongoing activity;
- complete management for specific outbound or email campaigns.

The solutions was 100% customized and optimized on the bank needs.



Your BPO provider

With over 18 years of proven experience, our skills and solutions cover various industries, from banking to IT, healthcare, and delivery services to name just a few.

We offer 24/7 multichannel solutions, by phone, email, SMS, live chat, social media and video interactions. We can manage all your customers, no matter if they are B2B, B2B or corporate accounts. Everything with GDPR compliance.

What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

CONTACT US
VALORIS CENTER
www.valoris.ro
contact@valoris.ro
+4 021 529 99 29

FOLLOW US ON

