Improving productivity.
Looking after customers

Uncle Buck Finance LLP is one of the UK's leading short term instalment payday loan providers. Based in Biggin Hill, Kent, it has three main customer service teams - the Customer Care Team responding to incoming website queries, the Underwriting Team who help to process loan applications, and the Collections Team, where there is a high emphasis on providing support and advice to customers repaying their loans, or who may be facing financial difficulty.

Integral to Uncle Buck's customer interactions is the contact centre solution that enables it to respond quickly and efficiently, with technology tangibly adding value to productivity and not getting in the way. Working with Ultracomms' cloud based contact centre platform, Uncle Buck has a combination of an outbound dialler, utilising Ultracomms' AMD+ feature, call blending, PCI payment processing, and real-time monitoring through UltraLive.

Uncle Buck has been working with Ultracomms since 2013, when the company decided to upgrade from manual phone calls to an automated outbound dialler to support the customer service teams.

Greater productivity

Massimo Cristi, Uncle Buck Director of Operations explains, "One of the benefits of the Ultracomms platform is that it makes it so easy to add new services, features and users as we grow. This is important because we expect to double in size in 2016, so having a reliable platform that can scale with us is essential."

Massimo – who joined the company in 2012 – had experienced outbound diallers in previous organisations and was aware of the benefits. "The right dialler can improve staff productivity by connecting staff to customers as much as possible, with lower abandonment rates and an improved customer experience."

"We chose Ultracomms because they provided everything we needed and had a good reputation in the industry. Companies using Ultracomms solutions talked about the support benefits, and the fact the Ultracomms has PCI DSS level 1 certification. The fact that Ultracomms is cloud-based was also important because we are an online, cloud based organisation ourselves and can see the benefits of not having to invest in hardware and software."

Some of the collections team were initially wary, having had bad experiences of outbound diallers in other organisations, but as Massimo reports, "They are now very positive. The dialler has become an integral part of our workflow, I can't imagine doing what we do without it."

"We don't focus on minute targets, it's all about outcomes for us and providing the right customer support. In fact a collections team call could take between ten and 30 minutes."

Uncle Buck also has live chat via its website and is in the process of integrating that service with the Ultracomms platform.

AMD+

To enhance outbound agent productivity, Uncle Buck also uses Ultracomms' patent-pending answering machine detection solution, AMD+, a feature which is able to detect answer machines with accuracy levels of over 99.9 per cent.

Explains Massimo, "At first the collections team was worried AMD+ would prevent them from speaking to people, but what they've found is that they are connected to fewer answering machines, without the poor experience for both customer and advisor that cadence AMD solutions are associated with. So even if less time is spent on the phone, they are more productive. AMD+ makes it easier to fit in rest breaks and to schedule meetings, because it makes better use of people's time."

Strong support

Uncle Buck's decision to choose Ultracomms was largely because of its proven reputation for strong support., As Massimo explained: "The technical ability we get from Ultracomms means that we don't have to do that development work ourselves. They respond to any queries or requests quickly. We also get Ultracomms' in-house experts to analyse our data at three monthly intervals, although we do also have access to UltraLive. This gives us real-time statistics and means we can respond to a change in requirements, such as switching from outbound to more inbound call handling."

Future facing

"The Ultracomms team is very proactive at making suggestions and the platform makes it very easy to adopt new services." At the moment, Uncle Buck is looking at implementation of speech analytics through the Ultracomms platform to support its Q&A Programme and staff training.

Going forward, Uncle Buck knows that it has a solid, flexible and feature-rich cloud-based call centre environment that can expand to match the company's continued success as one of the UK's fastest growing short-term loan providers.

For more information about Ultracomms' complete cloud contact centre solutions visit;
www.ultracomms.com

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