

MEETING REGULATIONS WHILE INCREASING REACH AND REVENUE

CASE STUDY



PTP partnered with Enova to create an agile, intelligent outbound dialing system, keeping the financial technology company compliant with applicable regulations, and increasing sales by \$1.1 million.

THE CHALLENGES ENOVA FACED

In financial technology, managing inbound customers is as important as acquiring prospects, since customers may default on obligations or forget to make payments if not reminded. Enova's contact center systems – as well as those used for processing in-person applications – were outdated. They were lacking the ability to see complete customer profiles for call routing and contact center management and their increasing growth lacked a scalable solution. With compliance measures and growth in clients, the existing systems kept breaking down.

THE RESULTS

PTP implemented a predictive outbound dialer to connect customers to the first available agent automatically, and as a result call abandonment rates significantly decreased and collections increased by \$7.7 million.



For inbound communications, sales increased by \$1.1 million, in large part due to intelligent interaction routing based on product type. Customers are matched to an agent based on skill level, which increased incentives and retention rates for agents, and increased customer satisfaction.

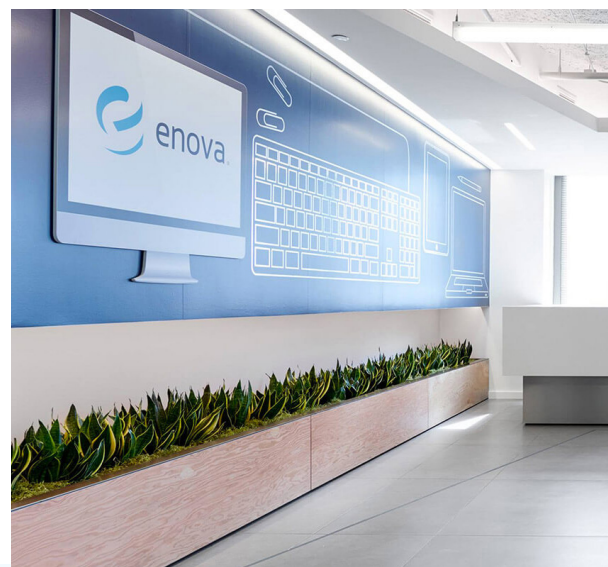
Coupled with new voice channels, call center and enterprise management data are now integrated to give agents historical and real-time 360° views of their customers.

GOING FROM FREWARE TO CUSTOM SOLUTIONS WITH THE IDEAL TECHNOLOGY PARTNER

In partnering with PTP, Enova was not only able to replace their outdated technology, but also fix the processes that were broken after a full call center assessment. In examining the significant gaps present with the systems in place, PTP created an agile and intelligent outbound dialing system that would keep Enova compliant with each country's regulations.

ABOUT ENOVA

Enova is a multinational company that uses technology to develop innovative financial products and services for individuals and businesses.



LEVEL OF REACH

6

Countries, including the U.S. and U.K.

371K

Customer interactions worldwide daily

+500

Agents at two contact centers

PTP'S SERVICES

Contact center assessment and technological gap analysis

Implementation of intelligent customer-interaction routing

Integration of CRM, call center, and enterprise management systems

CHALLENGES

Multiple outbound calling regulations

Outdated telephony built with freeware APIs

Poor call routing