



Experian

Experian cut transaction times by 70%
with Esker DeliveryWare



When Experian, one of the world's largest financial information providers, sought to fax-automate their customer communications, they conducted an exhaustive evaluation of possible solutions. Only when they turned to Esker were they able to achieve and exceed their goals while projecting ROI in 4 months.

All of this was accomplished with the implementation of a multi-channel e-document delivery solution that triples productivity while improving customer service and retention levels.

Configuration

- Server: NT, Lotus Domino
- Clients: NT
- Applications: Mainframe-based application - Tun Plus

Challenge

Experian's consumer information services have long been at the heart of personal lending in the United Kingdom major financial services markets. In the UK, over two thirds of credit applications result in an enquiry to Experian.

Not surprisingly, their Nottingham Call Centre is a hot-bed of activity. Every day, hundreds of incoming calls must be taken and responded to by Experian staff. Most of the calls require information to be delivered to customers. Previously, a call centre employee would take a call, make a relevant search on their system, print out the results, and then fax page after cumbersome page to the individual making the inquiry. The difficulty with this process is that the printing and faxing has to be done manually, costing both time and money.

"Our Call Centre teams take many phone orders for reports" says Steve Kilmister. "Once the order is taken, the fulfilment involves manual processes. This is time our customers could potentially be waiting. It was important we improved this service to our regular clients."

Customer requirements

Experian realised they needed to fully automate their phone-based search process. Additionally, they wanted to introduce the option of e-mail delivery of business information — a frequent request made by their customers. Driving both these aims was the desire to increase the speed of each business transaction. To achieve these goals they turned to Esker.

Solution

The Esker solution operates on two fronts. After a call is received, a search is conducted using Esker's Tun Plus terminal emulation software. Information is accessed

through each call centre terminal from Experian's database. The subsequent results are then formatted into the appropriate layout and passed along to Esker DeliveryWare, Esker's multi-channel e-document solution.

Using rules set up by the administrator, Esker DeliveryWare converts and delivers the document in the preferred format. The end result is a fully automated search and delivery process that cuts the average transaction time by over two-thirds.

Benefits

By reducing the transaction times of each call by up to seventy percent, Experian enjoy big savings in time, labour and money. Esker's solution enables Experian to access their existing databases and deliver business-critical information to their customers in personalised formats — and all in one streamlined, automated process.

Future

Experian currently use Esker Software in their Nottingham UK call centre, but are also exploring the possibility of deploying Esker DeliveryWare in other areas of the organisation, both in the UK and overseas. As Experian's implementation grows, Esker DeliveryWare will continue to provide them with e-mail and automated fax capability as well as offering the added option of information delivery via SMS, XML, PDF and secure web.

"The Esker solution has the potential to triple our productivity or reduce our call wait times by seventy percent. On top of that, our customers can now receive the report via e-mail, their preferred format."

Steve Kilmister ▪ Managing Director of Business Information
▪ Experian

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