

A Canadian Fintech Company Case Study

Enabling FinTech cost control and volume for growth



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Case Study:

CANADIAN FINTECH COMPANY

INTRODUCTION

- Today more than 19 000 customers use this client's financing in over 2250 locations across Canada
- Through its private label credit card platform, in store and online, customers can apply for finance and get approval within minutes, with no paperwork, scanning or mailing

BUSINESS CHALLENGES

- Strict control over operational cost and balancing coverage and volume
- Meeting strict financial cost limitations
- Avoiding unnecessary costs through consolidating operational activities
- Developing subject matter expertise through multi-skilled agents that could operate as generalists, while building their expertise across all credit card functions

HOW WE DELIVERED

Cost control

Through a shared client model, this client agreed to share resources with another small financial client facing similar challenges.

The Super-Agent

By being flexible on skill set, agents drove a generalist level of subject matter expertise by enabling agents with relevant experience or capability to grow into the role.

Scaling for Volume

When financing conditions changed during the growth cycle, the team was down sized to minimum staffing levels for immediate operational impact.

The right technology

To ensure service level continuity, voice mail call backs were implemented, and minimal queue coverage provided support for core work.

Future proofing to enable growth

Transferring top performing super agents into the new Risk profile.

Maintaining a French service onshore, while outsourcing English to Manila for improved cost control.

RESULTS

- Growth of FTE from 2.5 to 80+ in line with budget forecast
- Cost control until volumes could support higher occupancy
- Rapid scalability for growth and low volume periods
- Service level achieved throughout growth lifecycle
- Supporting client's business growth through acquisition and retail partnerships

ABOUT MERCHANTS

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Our tailor-made approach delivers unique customer service solutions that differentiates our clients from their competitors. As trusted advisors, our clients trust us with their most valuable assets - their customers - for long periods of time. Passionate about creating sustainable futures for our people, we are committed to skills development and job creation for South Africa's untapped talent pool through various partnerships.

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