ESKER® DeliveryWare

Experian
Cutting transaction times by 70% with Esker DeliveryWare

Experian™ A world of insight

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 four 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.

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 inquiry to Experian.

Not surprisingly, their call center is a hotbed 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 center 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 center teams take many phone orders for reports," says Steve Kilmister, Managing Director of Business Information at Experian. "Once the order is taken, the fulfillment involves manual processes. This is time our customers could potentially be waiting. It was important we improved this service to our regular clients."

Experian realized they needed to fully automate their phone-based search process. Additionally, they wanted to introduce the option of email 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: Esker DeliveryWare

The Esker solution operates on two fronts. After a call is received, a search is conducted using Tun Plus terminal emulation software. Information is accessed through each call center terminal from Experian's database. The subsequent results are then formatted into the appropriate layout and passed along to Esker DeliveryWare, the multi-channel document delivery solution from Esker.

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 time of each call by up to 70 percent, Experian enjoys big savings in time, labor, and money. The Esker solution enables Experian to access their existing databases and deliver business-critical information to their customers in personalized formats — all in one streamlined, automated process.

Experian began by using the Esker solution in their Nottingham call center, with plans to explore deployment in other areas of the organization — both in the UK and overseas. As Experian's implementation grows, Esker DeliveryWare will continue to provide them with email and automated fax capability as well as offering the added options 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 70 percent.
>
> Steve Kilmister ▪ Managing Director of Business Information ▪ Experian

ESKER® Document Process Automation

For more information:

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