

# Customer story

INDUSTRY:

FINANCE



## HIGHLIGHTS

Turning Loan Woes into Pay-Mentos with Automated Reminders for quick Financial decisions

### CLIENT

A well - established pawnbroking company with a significant customer base of 10,000+ clients.

### REQUIREMENT

With numerous loan agreements in place, manually reminding each customer about their upcoming payment deadlines was an arduous task.

- The client recognised the need for a more efficient and automated solution to streamline the reminder process and ensure that customers were promptly notified of their payment obligations.

### CHALLENGE

The primary challenge for the company was the labour-intensive nature of manually managing payment reminders for its large clientele. Some more challenges included

- Time-consuming process with occasional errors that impede progress.
- Managing timely payment reminders for its vast customer network.
- Inadequate efficiency due to excessive resource utilisation.

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## SOLUTION

[ Cloud Contact Center ]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- **Viva Voice Broadcasting service:** To address the client's requirement, Viva proposed the implementation of WebRTC Voice Broadcasting service where customers would receive an automated call regarding their loan repayment details.
- **Relevance and Effectiveness:** Upload of personalised pre-recorded messages containing payment reminders, ensuring relevance and effectiveness.
- **Streamlined Process:** Upgradation of the system to automatically dial each customer and play the relevant answer upon response, streamlining the process and maximising productivity.
- **Revolutionised Customer Communication:** Seamless transmission of audio data over the internet, ensuring high-quality voice communication with minimal latency.