

# SUCCESS STORY



Dollar UK is a leading provider of consumer finance, both online and on the high street, and operates as a socially responsible lender under The Money Shop brand, and runs three of the UK's oldest pawnbroking businesses: Suttons and Robertsons, Duncanson and Edwards and Robert Biggar. They also have a strong online presence with brands such as Payday UK and Payday Express. Dollar UK aims to serve the financial needs of people who are often underserved by mainstream banks.

Dollar UK provides an extensive range of services to customers in their local communities including: short term loans, retail jewellery, pawn-broking, cheque-cashing, prepaid cards, money transfer and foreign exchange. It is a business with people at its core – whether that is customers, staff or the communities that the company works with nationwide. In recent years the consumer finance sector has faced some tough challenges and has been on the receiving end of justifiable criticism from a range of sources. This led to the industry coming under the regulation of the Financial Conduct Authority (FCA). The Government had to act, and in response, Dollar UK's CEO introduced sweeping reforms across the entire business. These have included: changing personnel throughout the company, as well as at board level; and continuing to improve how they treat customers by bringing in strict new policies, including scrapping default fees.

As part of the new strategy, the management team also realised that they were unable to meet their objectives with their incumbent contact centre solution - it didn't meet their current or future requirements, and was coming to the end of its support contract. After conducting an extensive tender process to find a solution that more closely met their needs, they selected the Noble Enterprise Cloud solution. They felt that the Noble technology could meet their requirements and that Noble Systems offered a true vendor partnership that could support their expansion plans both today and in the future.

Originally they had three separate collections contact centres and needed to consolidate these functions. Today, Dollar UK has two centres in the UK, one in Bicester and one in Nottingham that is dedicated to serving the needs of vulnerable customers. The Nottingham centre has been passed by the British Psychological Society and this division trains all of the other agents on how to handle these sensitive accounts. Noble provide Dollar UK with a fully blended cloud-based solution that manages their outbound calls to existing and lapsed customers as well as their inbound customer service function.

Over the last 18 months, Dollar UK has seen a dramatic change to their UK business. They have not only invested in technology, but have also focused on training and updating their policies and procedures. With a single platform providing increased efficiencies and more streamlined processes, their contact centre has decreased the number of agents from 460 to 140.

Since implementation of the Noble solution, Dollar UK has seen dramatic improvements on many of their key metrics:

- Inbound abandonment rates have decreased by over 63%
- Agent wrap time has decreased by over 30%
- Average call wait times have decreased almost 30%

## Summary:

Dollar UK, a leading provider of consumer finance needed to find a Cloud contact centre solution that met their needs today and in the future. The *Noble® Enterprise Cloud* solution provides the flexibility that Dollar UK needs to provide a single platform for their fully blended contact centre. Since implementation, they have seen a dramatic increase in productivity.

**Industry** | Financial Services

**Applications** | Account Management, B2B Inside Sales, Lead Generation

**Solutions** | Cloud-based Enterprise Solution, Outbound Predictive & Preview Dialing, Inbound Blending, Call Recording, Web-based Agents, Agent Desktop Designer, Real-time Management & Reporting, Remote & Mobile Management, Account Ownership, Web Services

**Stations** | 140

"We chose Noble Systems to join us as a true partner in our journey and future proof our investment. We were looking for the right platform that could be implemented rapidly, with all the functionality that could improve productivity and help us to provide a better customer service. We found Noble to be a flexible and helpful partner right from the beginning of the contract", said Mike Blomfield, Chief Information Officer, Dollar UK.

Their key areas of improvement since the Noble Enterprise Cloud implementation have included:

- **A Single platform** –The Noble solution has provided a single point for monitoring, call recording and reporting. Previously this was split over disparate solutions and it was very difficult to gain a consolidated picture of the contact centre. In addition, there is a single application for all agents; they no longer need to log out of one system and into another to work different types of contact – this has greatly increased efficiency and makes training the agents easier.
- **Flexibility & Control** - The Noble solution allows for ad hoc dialling campaigns. The dialler managers are able to programme new campaigns and have them up and running within an hour – with their previous supplier it could take several days. In addition, Dollar UK are now able to merge their disparate brands into single lists to prioritise by specific metrics, eg prioritising all new customers regardless of brand.
- **Agent User Interface** – With the Noble solution, contact centre managers are now in full control of the user interface, allowing them to take on agent feedback and quickly make appropriate changes. In addition, agents have the ability to see a snapshot of their own stats for the day to help them focus on their targets.
- **Call Blending** – Dollar UK's agents no longer have to switch between two systems. The Noble solution is able to direct inbound calls as they arrive, whilst still controlling the outbound dialling efficiently, effectively and compliantly.
- **Agent Monitoring & Real-Time Reporting** – Contact Centre Managers now have one single view and real-time reporting enables them to keep a close track on the agents' key performance metrics. Previously, the managers had to merge reports from multiple systems. With the Noble Solution, information is consolidated into one clear report, at the click of a button.

"We've seen a dramatic increase in productivity within our contact centres since installation. The agents find it easy to use and the clear reporting enables the contact centre managers to track productivity and customer service like never before", said Duncan Turner, Chief Operations Officer, Dollar UK.

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**Mike Blomfield**  
Chief Information Officer, Dollar UK

## ABOUT NOBLE SYSTEMS

Noble Systems is a global leader in the customer communications industry, providing innovative solutions for Unified Communications, Workforce Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of omnichannel inbound, outbound and blended communications, strategy planning, resource management and compliance tools for companies of all sizes. Our premise, cloud and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics, decisioning and workforce management. Call +44 (0) 161 772 7100 or visit [www.noblesystems.com](http://www.noblesystems.com).

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