

Experian Cut Call Centre Transaction Times by 70 percent with Esker's Pulse

Submitted by: Esker UK
Friday, 14 December 2001

Global information providers project ROI in 4 months with the implementation of an intelligent information delivery solution that triples productivity and improves customer service and retention levels

Shardlow, UK – December 14th, 2001 – Global financial information providers Experian have selected Esker Software's Pulse to empower their Call Centres with intelligent multi-channel information delivery. The Esker solution enables Experian to dramatically reduce response times and deliver business-critical information in the formats preferred by their customers – HTML, mobile text messages, e-mail, PDF, fax or distributed print. Experian expect ROI within four months of implementation.

Experian's consumer information services have long been at the heart of personal lending in the UK's major financial services markets. In the United Kingdom, 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 them 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.

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.

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 the Pulse server. Using rules set up by the administrator, Pulse 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.

"Our Call Centre teams take many phone orders for reports. 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," says Steve Kilmister, Managing Director of Business Information at Experian. "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."

"Organisations are always looking for innovative new technology to provide them with a competitive edge," says Bashrat Din, Managing Director EMEA for Esker. "Our solution enables Experian to access their databases and deliver business-critical information to their customers in personalised formats –

and all in one streamlined and automated process. It is reflective of Esker's goal to help our clients add value to their existing information, saving time and money while improving customer service and retention levels."

About Experian:

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers. It does this by combining sophisticated and intelligent decision-making software and systems with some of the world's most comprehensive databases of information on consumers, businesses, motor vehicles and property. Through multi-channel delivery of its web-based products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Orange, California. Its 12,000 people support clients in over 50 countries. Annual sales exceed £1 billion.

About Esker Software:

Esker Software solutions enable intelligent access to and delivery of core business information from any data source, in any format, to any recipient. Organisations use Esker software to streamline information exchange, open new channels of communication, and achieve business objectives with new levels of speed and efficiency. Esker extends the reach of information technologies and shortens the distance between people and information. The company's products include:

- Faxgate, VSI-FAX, VSI-FAX for Notes, and Pulse™ for Intelligent Information Delivery™
- SmarTerm, Tun Plus, Persona, Corridor for Active Server, and Corridor Wireless for Host Access

The company was founded in 1985 and is traded on the French Stock Exchange (Le Nouveau Marché: 3581). In 2000, it reported sales of 27.4 million Euros (about .9 million). Esker's operations span North America, South America, Europe, and Asia/Pacific with about 300 employees and an installed base of two million licensed users worldwide. For more information, visit: <http://www.esker.com>.

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