



IVR survey solution a big success for Hitachi Capital Consumer Finance

About Hitachi Capital Consumer Finance

Hitachi Capital Consumer Finance is one of the UK's longest established finance providers and offers a comprehensive range of finance products for quality retailers. It is the chosen finance partner for many of the UK's most respected high street names including DFS, Beaverbrooks and Optical Express. Hitachi Capital has been operating in the retail market since 1982 and its growth has been based on long term partnerships.

IVR Survey

ICR worked with Hitachi Capital to design the IVR survey questions, provide advice on the processes involved and available options, and then implemented the first phase which was a trial of two months duration.

This initial trial asked consumers to provide feedback on overall service and specific call centre agents. The trial's success gave Hitachi Capital the confidence to move forward with a long term deployment and identified a number of opportunities to get even more from the survey. For example, they increased the scope to include calls from their retail clients as well as consumers, and the wording and number of questions were refined to improve the participants experience.

Joe Anderson – Head of Operations at Hitachi Capital Consumer Finance: “The hosted IVR surveys provided by ICR have been instrumental in helping us understand what our customers think of the service we provide and they are a great way to generate ideas for improvement. We are committed to the FSA's 'Treating Customers Fairly' Outcomes and ICR's survey solution helps us to demonstrate this commitment.

ICR have been great to deal with and have proven to be a flexible, practical and helpful organisation. They helped us to clearly understand the processes involved, provided advice where it was needed and have ultimately delivered a highly successful and cost effective solution. I wouldn't hesitate in recommending their services.”

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A series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.

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Benefits

The IVR surveys are providing Hitachi Capital with important feedback which is proving useful in a number of areas. These include the following:

On-going Quantative Feedback

Helps to benchmark the service levels overall and down to individual agent level.

Agent Motivation

Positive verbatim comments from customers are posted around the contact centre providing agents with a feedback feel-good factor, and something to aim for.

Service Improvements

Customers are suggesting ways Hitachi Capital can improve service which increases customer satisfaction and reduces the number of calls received by the call centre.

Treating Customers Fairly

Capturing and acting on the feedback demonstrates their commitment to the FSA's Treating Customers Fairly legislation.

Sales Tool

The positive comments provided by callers can be used as part of the sales process when pitching to potential corporate customers.



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