

Discovery - Impact Map

Idea (From VMOST):

If we... Build a responsive My Loans website that gives people self service functionality
 Then... we will reduce costs as customers will not call the contact centre as much

Why:

Who:

How:

What:

Full Scope
 All functionality would equate to 70% of all calls that pass through the contact centre

Reduce number of calls that go through the contact centre
 (both inbound & outbound)



New Applicants

Offer support during application process

Live Chat

How To Guides

Simplify the application process

Pre-Populate Data

Re-design Application Flow

Integrate data with Comparison sites (i.e. Money Supermarket)

Mobile

IVR

Web

Active Customers (single and multiple loans)

Update Details

Manage Active Loan(s)

Historical Data Mine (MI)

View Statement(s)

Manage Loan Details

Change Payment Details

Change Payment Date

Ad-hoc Payment

Settle Loan

Self Service Account Management

Name Change

Contact Details Change

Address Change

Defaulting Customers

Make debt recovery process easier

Auto Payment Holidays

Auto-email functionality

Integrate with debt recovery companies

Targeted Marketing messages

Additional Benefit

Outbound CSA

Upsell loans to existing customers

Concept Scope

This functionality equates to 52% of all calls that pass through the contact centre

This functionality could equate to c. £500k per year in additional revenue