



A case study

Managing exceptional demand and
turning frustration into
advocacy



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The Challenge

Like all lenders, MotoNovo Finance experienced an extraordinary spike in call volumes as the UK went into the COVID-19 pandemic lockdown in late March 2020.

As customers suffered the effects of lockdown including redundancies, reduced hours and furloughing, requests for forbearance and payment deferrals were being made in extraordinarily large numbers via phone and email.

Meanwhile, customers were taking to social media channels to express concern that their urgent calls for assistance were not being actioned quickly enough. If not managed quickly, this had the potential to negatively impact on the organisation's reputation.



The Solution

Flexys created and supplied a digital hardship evaluation tool that captured customer information using a simple form. The form was embedded on the MotoNovo website and/or sent to customers via email or messaging channels. The solution catered for COVID-19-specific measures such as furloughing and reduced working hours, as well as redundancy and illness.

The solution allowed MotoNovo to

- digitally collect standardised information in less than 3 minutes
- decide to follow up requests by
 - I. configuring rules for fully automated action
 - II. manually queuing the requests for agent follow up
 - III. a combination of the above

In the event, MotoNovo chose to accept all payment deferral requests in anticipation of advice from the FCA.



The Delivery

The hardship evaluation tool was delivered to form part of the MotoNovo Money Manager customer portal. Money Manager is a digital facility that enables payments and configurable repayment arrangements powered by the Flexys Collaborate digital self-service solution.

The Flexys solution was delivered remotely allowing MotoNovo staff to maintain safe working during the pandemic.

- ❖ The solution was delivered and operational within one week.
- ❖ There were no reported errors, bugs or issues.

The information provided can be used to make automatic decisions and can be integrated into other systems. All data captured is automatically available in real-time in the data warehouse for reporting.

- ❖ The language and the questions/answers lists can be configured quickly and safely the same day.
- ❖ Requested changes were delivered through to production in two days.



The Results

MotoNovo customers began using the hardship tool immediately after go-live. In response, MotoNovo saw their abandoned call rate plummet.

Abandoned calls

Before Deployment

30%



After Deployment

2%

The average number of engagements were recorded on the Flexys Collaborate real-time dashboard as follows:

Number of Engagements

Average per hour

100



Peak per hour

280

Engagements were made across the whole 24hr period with 25% occurring outside normal opening hours.




Customer Responses - 5 Star Trustpilot and excellent Net Promoter Scores



Well done great customer service

Asked for a payment holiday due to current circumstances answered a few simple questions and agreed within minutes and email confirmation sent next day. **This company seems to have a very slick and user friendly system to deal with Covid 19 queries which is sadly lacking in a lot of my current dealings with others at this time.** One less thing to worry about !! Thank you and well done!



MotoNovo customers awarded the hardship solution an NPS of

68

* an NPS of 50 is deemed excellent with +70 exceptional

Net Promoter Score is used as a predictor of business growth. When a company's NPS is high (or at least higher than the industry average) you know that you have a healthy relationship with customers who are likely to act as evangelists for the brand, fuel word of mouth, and generate a positive growth cycle.



Conclusion

Flexys responded dynamically to the Coronavirus pandemic emergency and, in partnership with their client MotoNovo Finance, quickly developed and provided a seamless customer journey to process and assess requests for payments deferrals and forbearance. The solution was delivered within one week and had an immediate beneficial effect both on MotoNovo's call volumes and on customer approval ratings.

Going forward, with a proportion of customers currently on payment deferrals that will end soon, MotoNovo is keen to plan a smooth transition for these customers to ensure they continue to meet their payment obligations in a sustainable way. In addition, the hardship tool is likely to experience a further upsurge in usage when lockdown is eased and Government financial support for furloughing ends later in the year.





MotoNovo and Flexys are continuing to collaborate to extend functionality even further in anticipation of rapidly evolving business and customer requirements as the global downturn bites. In particular, this will enable MotoNovo customers to do even more with the Collaborate-powered Money Manager portal to help them as they come out of payment deferrals, and to include new and convenient ways for customers to make their changed circumstances known.

“ It’s at times like these that businesses need to move quickly and get the right technology in place so that customers can get the right assistance as soon as possible. With the Flexys evaluation tool rapidly delivered and up and running in days, our advisors are now better placed to reach customers who need our help more quickly and prioritise those in the most difficult circumstances.”

Mark Porter, Head of Collections, MotoNovo Finance.





Flexys is a specialist debt collection software supplier with a highly experienced in-house team covering design, research and development, delivery and support.

We deliver smart and modern collections systems, built on decades of commercial, developmental and operational industry experience, that will break the cycle of dependency and expense that many legacy systems demand. Our mission is to dramatically improve on the status quo, both in terms of the speed, performance and cost-effectiveness of our products and providing a responsive, can-do service ethic for our clients.



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