



National Money Service Provides Special Customer Service with Vertical's Award-Winning Software-based Phone System

In financial services, the key to success is quick response — whether to the increasingly competitive business environment or to a valued customer looking for service and advice. Providing information quickly is especially vital in cyberspace, where users are accustomed to the speed of “point and click.” National Money Service (NMS), a national loan processing company headquartered in Overland Park, Kansas, operates nationally via its Web site, www.webfastcash.com. Because it does not have a storefront or face-to-face interaction with its clients, NMS has always deemed it particularly important to provide a number of options for prospects and clients to use to communicate with NMS and get the service they need. Achieving that goal was increasingly hard to do after the company started an affiliate Web program. The incoming call volume developed so rapidly that the small, 10-employee company quickly grew to over 50 employees in just one year to accommodate the new business.

When the company started, it purchased a phone system that was administered through a third-party vendor. That proprietary system soon presented NMS with a serious business threat because it required a service call every time the company needed to add new users or move employees around the expanding office space. The service calls were not being answered promptly, and service charges were becoming a significant overhead expense. NMS found itself in a position where it needed to move to a scalable, controllable phone system quickly.

TeleVantage Enables an Integrated Business Solution

NMS now efficiently runs its entire business on Vertical's TeleVantage® system. By implementing TeleVantage, NMS was able to integrate the three ways that it communicates with its customers — fax, phone, and Internet — and automate the process for quick response to customers. Because TeleVantage is software-based, it easily integrates with NMS' existing fax application that receives incoming loan applications. Copia International, an authorized TeleVantage reseller and creator of the existing fax application, installed the solution and provided expert advice. TeleVantage enables the company to operate seamlessly as a virtual financial



center for its clients and to project a responsive and professional business image.

TeleVantage In-House Administration Saves Time and Money

NMS uses TeleVantage to provide data on how effectively employees are handling the increasing number of new customer calls. Most of the 1,500 incoming calls on NMS' four T1 lines represent incoming applications that yield revenue to NMS. The company's 10 customer service representatives answer about 150 calls each per day. NMS uses the TeleVantage system to make it easy for callers to navigate voice menus efficiently and to ensure that service representatives are always available to answer inquiries promptly. Through TeleVantage's call distribution features, NMS found out that call hold time was an astounding 30 minutes. By setting up the proper number of customized call queues, NMS was able to reduce hold time by more than 75 percent. During peak business hours on the busiest days, the hold time now only reaches a maximum of 4 minutes. NMS was also

able to make some staffing changes to maximize effective use of its internal resources. After the TeleVantage auto attendant was implemented, two receptionists that had always answered incoming calls could take on new job responsibilities. Now, when call volume exceeds the queues set up for the customer service representatives, NMS has two more employees to field the excess calls.

TeleVantage's Windows-Based Format is Easy and Intuitive

TeleVantage is easy to use and administer. National Money Service was able to install the system and teach the employees how to use it within two days. Employees are excited about the easy-to-use Windows-based applications that allow them to manage their calls and personalize their responses to important clients. Most of the 50 employees in NMS' main processing center use the TeleVantage client, which allows them to immediately see information about voice messages, fax messages, and customers on their computer screens. Crystal Stubbs, the telecom administrator, says, "The difference TeleVantage makes around here is unreal. TeleVantage was the best option by far, all the way around. The system provided us with the best management tools, cost-effectiveness, and ease of administration."

Future Plans to Grow the Business with TeleVantage

NMS plans to further integrate TeleVantage with its customer database in order to better use customer screen-pops, by including important details about every transaction. It also plans to integrate the fax component of the application with a document service. The combined solution will automatically scan the incoming loan papers to be stored along with the customer record. By continuing to develop TeleVantage's integration with the virtual financial center, NMS is able to maximize the return on its initial investment by streamlining the loan process and saving administrative time.

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*— Crystal Stubbs
Telecom Administrator,
National Money Service*

Problem

- National Money Service's existing phone system could not support the rapid increase in incoming calls or employee headcount.
- Potential customers were on hold too long, and many calls were abandoned.
- Changes to the phone system were administered by a third-party vendor. Phone system administration was not performed in a timely manner and was very expensive.

Solution

- National Money Service implemented Vertical's software-based phone system, **TeleVantage**.
- Call center managers set up additional incoming call queues with TeleVantage.
- TeleVantage enabled in-house administration with the Administrator Client.

Results

- **Average hold time was reduced by more than 75%.**
- Management was able to set performance goals for customer service representatives and reward top performers.
- Management was able to redeploy two employees to focus more on revenue-generating activities.



It's amazing what phones can do.™

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