

Easy Loans is a subsidiary of London Scottish Bank and a specialist in secured lending.

Success Story – Finance



Client **Easy Loans**

*Background
Confero Solution
Results*

- Inbound
- Outbound
- Speech Recognition Solutions
- SMS Marketing
- Fulfilment

Background

Sterling Direct Finance is a major provider of secured lending, with its retail arm trading as Easy Loans. The business makes extensive use of telesales, advertising, the internet and referral programmes for customer acquisition.

The company is a subsidiary of London Scottish Bank and is the only loan broker in the UK owned by a bank.

As part of its model to secure new business and drive revenues forward, Easy Loans chose to utilise outsourced telesales to generate more customer loan applications. When approaching Confero, they were seeking to embark on a pilot programme to prove the effectiveness of outsourced telesales for lead generation.

Confero Solution

In order for the agents to be more effective in their selling techniques, all agents were recruited from a sales/financial services background. The clients assisted in both initial and ongoing training, in order that the agents understood the product offering and ethos of Easy Loans.

Confero operated a telemarketing team of 10 agents, six days a week who utilised Easy Loans prospect data and power dialler technology, to speak with potential customers and complete 1000's of loan applications each month.

Results

Easy Loans benefited from an experienced telesales team who generated a constant flow of new customer loan applications, within FSA guidelines.

Confero exceeded the application targets that were set each month. Easy Loans was so pleased with the results that Confero had produced that they extended their contract by a further 12 months from the end of the pilot period

The Confero solution allowed Easy Loans internal team to concentrate on administering clients requirements, while Confero developed new business opportunities.

The Confero senior management team with its combined wealth of telemarketing experience, gained from prestigious companies like The Listening Company, Sitel and Reuters, were able to deliver a comprehensive outbound telesales programme to agreed targets.

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