



## ABOUT THE CLIENT

A leading provider for short-term consumer loans.

## CLIENT CHALLENGE

Our client was looking to enhance their talent to support loans verification, retention/marketing, collections, and documents processes. Inadequate training, inexperienced leadership, and workforce management (WFM) challenges with their previous provider led to high agent attrition, a poor customer service experience, and negative performance.



The client selected Sutherland to be their partner to improve workforce management by hiring quality staff and providing ample training.



## THE SUTHERLAND TRANSFORMATION

While our client was confident that a vendor change was necessary, they were cautious in selecting their next partner as this would be their third vendor provider. The lender was selective in who they wanted to work with based on the new vendor's ability to hire and train talented and highly skilled agents, train quality leaders, manage workforce effectively, and provide quality reporting, analytics, technology infrastructure, and innovation at a fair price. The client selected Sutherland to be their partner to improve workforce management by hiring quality staff and providing ample training. Our agents supporting this client participate in two weeks of formal training in which they are required to pass three assessments tied to call quality, adherence to policies and procedures, and use of systems. Following the initial training, new hires participate in two weeks of nesting that includes taking calls, additional classroom training, role-playing with other agents, and observation of existing staff.

## PARTNERSHIP RESULTS

As a result of the implementation of Sutherland's solution, we consistently met and often exceeded the performance targets assigned to us by the client. In serving the client we have increased billing efficiency, improved the speed of contact by reaching out to applicants quickly, adhere to service level requirements, and increased new and return customer loan conversion rates.



As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.

Customer Experience  
Collections  
Call Center

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

