



CRD Gets the Credit for 2 million Customers at Provident Financial



“CRD is now a vital part of our business operations”

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Delivering the right information



to the right people



at the right time

When Provident Financial, a leading provider of non-standard credit, needed a way to automate call centre reporting, it chose CRD from ChristianSteven Software - a reporting and distribution solution specifically for Crystal Reports. CRD quickly replicated its initial success throughout over 300 branch offices, enabling the business to boost sales performance by tracking more customer enquiries and converting them into valued new business.



Background and Challenge

Provident Financial is the largest UK provider of non-standard credit, providing 2.4 million customers with innovative home credit, direct repayment loans and credit card products. The business operates through more than 200 branches, as well as a number of customer-facing call centres and websites, and over 11,500 agents based in local communities.

Joe Malynowsky, Service Delivery Officer at Provident Financial's headquarters in Bradford explains further, "Our call centres handle thousands of calls every week from existing and new customers. In order to refine and measure their performance, the team asked us to provide daily reports on key statistics, such as call volumes, number of new enquiries, agent performance and conversion rates."

Better Business Intelligence

Initially the IT team was able to handle the requests by running, collating and sending the reports manually, but even this relatively simple task was taking over an hour every day. However, as the demand for information increased, in particular from local branches, so did the time needed to run and distribute the reports.

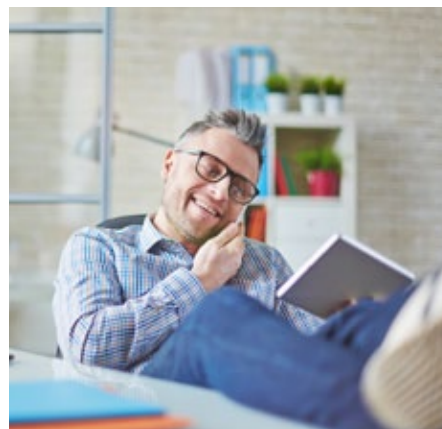
Joe continues "As well as the call centres, we have over 200 branch offices that work directly with our customers. These are grouped into 40 regions and 7 divisions. Pretty soon we were spending over 3 hours

a day just collating and sending reports. And with demand still growing it was very apparent we needed a way to automate the whole process."

Searching online, Joe came across CRD from ChristianSteven Software. "We use Crystal Reports so CRD (Crystal Reports Distribution) was a great fit. It was intuitive and easy to use and we soon had a successful pilot running. We started running our first live schedules shortly after that."

Solution and Benefits

Joe is delighted with the results, "CRD is now a vital part of our business operations, reliably and automatically running over 180 different schedules and distributing 350 different reports right across the business on a daily, weekly, monthly and specific date/time basis. The system has grown well beyond anything we could have achieved manually - even with an army of report administrators."



Crucially, CRD has also enabled the business to streamline and improve sales performance. Joe explains, "At the request of one branch we created a custom report with slightly different parameters. This enabled them to track and improve their sales performance by converting more enquiries from our call centres and websites into new business. This sales report was then picked up by other branches and also at a regional level. Having the right information at the right

time right across the business has enabled us to achieve better sales results and provide improved levels of service to our customers."

In addition, CRD has freed up IT resources to focus on other projects. Joe explains, "CRD just gets on with it, churning out thousands of reports every month with little intervention."

Joe concludes, "CRD has already paid for itself several times over, and the great thing is we are only just scratching the surface of what it could do for the business. One feature that will save a huge amount of time is CRD's ability to make selections from different fields to build different reports, e.g. selecting by region or branch or agent. This will mean we only need to run and build one master report and CRD will take care of the rest. In fact, CRD is capable of so much more than just report scheduling and I look forward to exploiting some of its unique features across other business processes. This will increase our return on this innovative and reliable product still further

ChristianSteven Software delivers advanced Business Intelligence (BI) solutions that solve mission-critical large enterprise needs and includes reporting, distribution, scheduling, dashboards, KPIs and automating business processes.

Information and insight are delivered intelligently to all stakeholders including management, employees, partners and customers. Our solutions aim to unleash the power of your data and transform the way you do business.



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Find out more at:
christiansteven.com/crd