

Keeping Payments in Check MM Finance (EZ Money)

THE SITUATION

MM Finance, also known as Midwest Check Cashing or www.getezmoney.com, is a growing payday lending institution with 44 locations in 6 states and over 150 employees. They offer payday advances, short-term loans, and other financial services.

Midwest Check Cashing had a large volume of calls they needed to complete on a daily basis that were being made manually. Each day, agents would call past-due clients to remind them of their account status, and then log that information into a database. The challenge was time-consuming and the list of calls was at risk of growing out of control. Past-due borrowers could only be reached manually once, or at most, twice a week, and the data input seemed to always lag behind. Additionally, management had no way to verify that all the calls were being made. Midwest CC sought a solution to improve productivity, collections, and reporting.

THE SOLUTION

Vontoo, a One Call Now company, worked with Midwest Check Cashing to integrate the export of the daily call lists to One Call Now's web-based call broadcasting system. Thousands of calls are then sent every day from the One Call Now system with one of two messages from Midwest. Reporting is then transmitted back to Midwest on every call and they can track calls delivered live, messages left on an answering machine, and undeliverable messages.

THE RESULT

Where a past-due borrower might have heard from Midwest Check Cashing on a weekly basis in the past, the overdue account is now notified on a daily basis. Midwest witnessed a marked improvement almost immediately and states that their collections numbers are better than last year. With tracking results on every call, reporting is easy, extensive, and problem accounts are identified more quickly.

General Manager, Greg Wittmeier, appreciates the various benefits derived from One Call Now usage: "People sometimes don't address their account until they are contacted. With our old system, they would not be notified as often and our past-due clients would forget about us. We hear 'I wasn't going to call you until you called.' Because we are able to contact them more frequently, they tend to deal with us ahead of their other debtors. This is going to be a game-changer for us."

For MM Finance and other businesses, One Call Now is a results-driven strategy to make the collection process more effective.

CONTACT US TO LEARN MORE!

877.698.3262 | onecallnow.com

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"This is going to be a game-changer for us."

GREG WITTMER, GENERAL MANAGER,
MM FINANCE/WWW.GETEZMONEY.COM

INDUSTRY

Financial

CLIENT

MM Finance

PROBLEM

Daily, time-consuming manual calls were subject to human error; lagged data input

PAYBACK

Increased collections numbers; easy and extensive reports

REPLACES

Manual calls

