

**International  
Personal  
Finance**

# BlueVenn help International Personal Finance hold better customer conversations

## INTRO

International Personal Finance (IPF) is a leading home credit and digital provider of consumer finance, first established as a division of Provident Financial in 1997.

The company prides itself on being an inclusive lender that is responsible, ethical and trusted, and making a difference in everyday life by offering simple and personalized financial solutions.

Together, IPF's home credit and digital business models serve 2.6 million customers across 12 international markets. Through its home credit business, agents visit customers in their home to arrange affordable loans, collect repayments and plan for any future loans.

Through the digital business, loans and revolving credit lines provide customers with manageable credit limits, which are accessed online and repaid monthly over terms of up to three years.

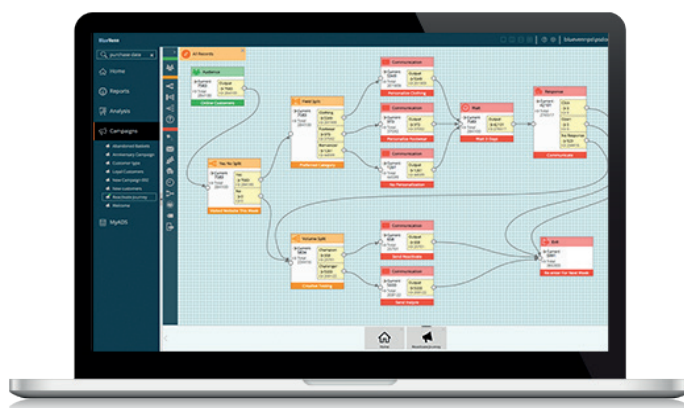
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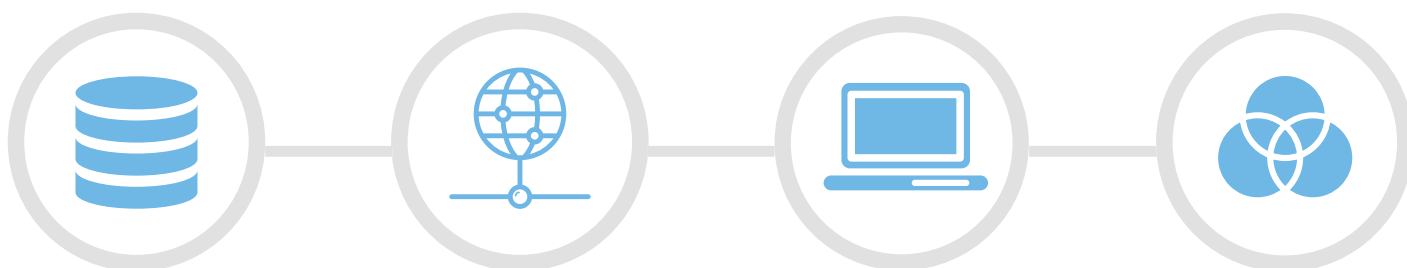
## THE REQUIREMENTS

IPF has been a long-standing customer of BlueVenn (since the company was a part of Provident Financial), having used its marketing tools since 2006. Nevertheless, after learning about the powerful functionalities of the new BlueVenn marketing platform the decision was made to upgrade IPF's marketing software solution in four of its international markets.

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With so many territories to manage, some with their own specific requirements and varying levels of existing user experience, a bespoke upgrade plan was needed to create a stable foundation for future marketing success. "The new solution will be critical to help us with the increasing digitization of our business and marketing automation," Ian adds.



## HOW DID BLUEVENN HELP?

In Poland, Hungary and Romania, BlueVenn implemented an updated version of its existing analytics tool, along with the underlying database and a training program to bring staff up-to-date with the latest features of the analytic technology and administrative management of the database engine.

In Mexico, where the company has experienced significant growth, IPF took the opportunity to deploy

the new and most advanced BlueVenn Marketing Platform.

"In our existing markets we have some people comfortable with the concept of databases and individual selections and ordering things in that way. Whereas our team in Mexico bought into the concept of visually understanding the journey that we're going to take a customer on," says Ian.

“Safe to say, they loved [the BlueVenn marketing platform] and thought it was exactly what they wanted,” he adds.

This centrally hosted marketing tool incorporates the BlueVenn multi-channel, multi-wave campaign management functionality, complete with additional features and an intuitive user interface.

“With the previous solution, it is more about campaigns and structured activity – but you don’t see the interaction between these campaigns and therefore how the customer interacts.

“With the BlueVenn marketing platform, you can visually create a journey, see how it links to others and match our campaign planning to the journey that a customer is taking outside of our organization. It’s a much better way to think about the conversations we are having with our customers.”

**“The BlueVenn team has been very good at understanding our needs and building a solution that meets them. Not only did they bring the knowledge of the tool, but also a really good business perspective on how we achieve our goals.**

**I’ve worked with suppliers in the past where it has been difficult getting things out of people, but BlueVenn has the ability to build something that will fit our needs in a flexible way.”**

**Ian Longley,  
Group Head of Customer Development at IPF.**



## CONCLUSION

With these new and upgraded tools in place, backed up with comprehensive training for deep understanding of the technologies, International Personal Finance have the ability to structure, segment and suppress data, accurately target its customers and launch relevant marketing campaigns.

This new solution empowers International Personal Finance with new ways to delve into its customer data, extract insight and gain a deeper understanding of its customer base, whatever country they are deployed in.

With an up-to-date solution running efficiently and effectively on a supported platform, IPF will benefit from a common data model across all markets, more efficient processing of data and high speed marketing analytics integrated with campaign and customer journey management.

**“The challenges of implementing a system across a number of markets across different continents are not easy but the team has worked with us really well to deliver that.**

**It’s not always just about the tool, it’s about the people that you work with and what you get out of them that helps drives success.”**

**Ian Longley,  
Group Head of Customer Development at IPF.**