



Case Study

Credit Union Drives 25% More Inbound Calls with VoApps DirectDrop Voicemail

Challenge

The company, a member of the banking industry, was looking for a tool to help drive more inbound calls and reach more customers without having to increase full-time employees. Given their overall growth projection, their goal was to enhance efficiencies and enhance customer satisfaction rates by decreasing the number of outbound calls being made.

They sought a solution that would seamlessly flow into their current strategy while helping them focus their efforts and resources on taking inbound calls from customers ready to pay on past due payments.

Solution

This bank deployed VoApps DirectDrop Voicemail service to eliminate time being allocated toward unsuccessful outbound calls and increase recoveries without angering customers.

With the implementation of DirectDrop Voicemail, the bank can now deliver voice messages directly to the voicemail platform, meeting their customers in their channel of choice with fewer touchpoints. Since they first implemented DirectDrop Voicemail in December of 2017, they have steadily increased past due payment recoveries quarter over quarter and are projected to stay on that track going into 2021.

Success

After using VoApps DirectDrop Voicemail for almost 3 years, this company has experienced a consistent level of success and growth due to the technology. Most notably, a 60% reduction in manual dials, yielding a 25% increase in recovered past due payments upon their first touchpoint.

To learn how VoApps can help your bank, or to schedule a demo, contact VoApps today at **858-252-3719** or sales@voapps.com.

Or visit voapps.com/credit-unions.

Industry

Banking

Problems

- Manual dials are taking up valuable time that could be spent taking inbound calls from customers ready to pay on past due payments.
- Customer satisfaction is low due to too many touchpoints

Solution

- Integrate VoApps DirectDrop Voicemail service into current strategy

Results

- 25% increase in recovered past due payments upon first touchpoint
- 60% reduction in manual dials

“VoApps DirectDrop Voicemail has been assisting us to achieve our goals for almost 3 years and is an integral part of our collections strategy.”