



Case Study

VoApps alone drives 53% of ALL inbound calls that the Check City recovery department receives

Challenge

Check City is a growing payday loan lender looking for a tool to be able to keep in contact with customers and borrowers. The process of manually dialing and calling each loan customer for every single call that needs to be made is very time-consuming work that keeps Check City representatives from getting to every customer on time.

Solution

With VoApps DirectDrop Voicemail services, Check City gets everything they need in a voicemail service. By implementing DirectDrop Voicemail, they can now deliver voice messages to multiple customers all at once. This service allows customers to call back at their convenience and gives City Check employees the time to redirect their previous efforts of manually dialing and calling to focus on inbound calls that need undivided attention.

Success

Out of the total inbound calls that Check City receives in their recovery department, 53% of them are driven by VoApps alone. Their collection rates with VoApps have been 18% of total collections over the last six months alone. In total, this has ended up saving their company money by lowering the cost to collect on loans.

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

Or visit voapps.com/online-lending.

Industry

Online Lending

Problems

- Manually dialing and calling each customer for every call that needs to be made is very time-consuming work that takes away from getting to every customer on time

Solution

- Utilize VoApps DirectDrop Voicemail to stay connected with customers and focus more time on inbound calls

Results

- 53% of ALL inbound calls are driven by VoApps
- 18% of Check City's total collections over the last six months alone have been with VoApps

“VoApps provides an opportunity for us to contact large volumes of our customers unobtrusively, encourages them to call us back at an improved rate, and allows us to contact customers we otherwise would not have the capacity to reach. The increased callback rate allows our team to spend more of their valuable time conversing with our customers instead of recording voicemails.” —Brenda Bauer, Collections General Manager