



ICT Financial Services:

AUTO FINANCE OUTSOURCING

Cost-effective, Offshore English-Language Services

The ICT Group Difference:

- ISO-9001:2000 certified “best practices”
- FDICPA-approved and Auto Finance 101 specialized training modules
- Cost-savings, efficiency improving automated outbound alert messaging and IVR self-service solutions
- Broad and deep expertise in financial services
- Proven ability to handle large scale initiatives with aggressive implementation and ramp-up
- Publicly held company with 40+ contact centers and over 20,000 employees worldwide

For automobile finance companies looking to control costs in servicing and collections, migrating offshore seems like a logical business move. However, many companies feel that for American borrowers, there’s no substitute for American-style English. Fortunately, major lenders are finding the ideal combination of improved quality and reduced costs with ICT Philippines.

The Best of the U.S. and the Philippines

ICT Philippines is an operating division of ICT Group, a publicly held U.S. company with more than two decades of experience in financial services sales and customer care. ICT Group has hands-on experience supporting not only automobile financiers, but also 8 of the top 10 U.S. banks, 5 of the top 10 mortgage companies and 9 of the top 15 credit card issuers.

ICT Philippines was established in 2003 and has grown rapidly, with the help of seasoned local management and industry specialists. The Philippines has a long-standing close relationship with the U.S. Filipinos speak American-style English, watch American TV and are very familiar with Western culture. The workforce is literate and highly educated, making the Philippines a preferred offshore location for auto finance companies seeking high-quality English-speaking solutions.

ICT Philippines is fully integrated with ICT Group’s global network of 40+ contact centers across four continents. Each ICT Group contact center uses the same best-of-class

Benefits to Auto Finance Companies:

- High-quality, cost-effective American-English alternative
- Professionally trained staff familiar with Western culture
- Motivated, highly educated workforce
- Seasoned in-country management with significant experience deploying U.S. auto finance programs offshore
- Offshore operations fully integrated with secure global technology platform

technology, VoIP telecommunications infrastructure and ISO-9001:2000 certified “best practices.” Seamless redundancy is built into the way our business operates.

The Accent Is on Training

ICT Group works closely with client subject matter experts to ensure a smooth and effective launch. Recognizing that an excellent command of American English is only the *first* requirement for success, each new employee must undergo extensive industry- and product-specific training before learning client programs. ICT Group’s trainers are instructed at clients’ U.S. locations. After they return to the Philippines, their skills can be augmented by ICT Group coaches temporarily assigned to our offshore operations. In addition to traditional training, agents can monitor their own calls for continuous skills development and process improvement.

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Cost-Effective Inbound, Outbound and Automated Solutions

ICT Group can reduce costs for our auto finance clients by creatively combining multiple approaches:

- Highly trained live agents with excellent English-language skills
- Flexible, automated inbound and outbound interactive voice response (IVR) account self-service solutions and outbound alert messaging

This blended, cost-saving approach helps improve the bottom line significantly – *preventing* unproductive calls to live agents and *proactively* replacing many outbound calls, without diminishing customer satisfaction or collections effectiveness.

- Automated IVR self-service can be utilized to handle routine inquiries regarding payment status, end of payments, and end of lease actions, improving customer service and optimizing first call resolution.
- Fully customized outbound message alerts (voice, SMS, e-mail) can be deliberately timed to *proactively* contact customers with sought information (“We received your payment.”). This *preemptive* outreach significantly reduces costs by reducing call volumes to your live agent contact center.

Outbound message alerts can also be used in a highly targeted outreach strategy, for example:

- Soft collections reminders, with security features that ensure only the right person receives the alert
- Customer service messages, such as end-of-lease or end-of-payment instructions
- Proactive marketing reminders, such as special offers available to repeat customers

Auto Finance Success Story

Client Challenge: A major U.S. auto finance lender needed improved English-language skills to support off-shore collections and customer service operations.

ICT Group Solution: A blended inbound and outbound program using the cost-effective, high-quality resources of ICT Philippines:

- ISO-9001:2000 certified operational processes to ensure thorough knowledge transfer to Philippines-based management, QA, trainers and agents
- Industry- and client-specific training modules
- Agents with highly proficient English skills
- Train-the-trainer program conducted at the client’s U.S. site, including training on the client’s proprietary desktop system
- On-site training in the Philippines, allowing agents to listen to and learn from their own calls
- Client subject matter experts onsite in the Philippines to assist with coaching, training and continuous process improvement

Results: All objectives, including accelerated ramp-up, were achieved at significantly reduced costs:

- Performance metrics consistently met or exceeded
- 60-day accelerated implementation and ramp-up plan successfully met

The scope of work for this program was expanded to include dedicated inbound collections and lease maturity customer service initiatives, based on the outbound performance track record of ICT Philippines.

To learn more about our high-quality, cost-effective offshore auto finance solutions, call ICT Financial Services today at 800-201-1085.

