Scenario
As the way Debt Management Companies (DMC’s) operate has changed, many people have been left without debt support, so in late 2014 the Money Advice Service (MAS) approached Konecta to create a brand new inbound service to handle incoming calls. The aim was to help all those impacted by DMC closures (due to new regulations), by offering free debt support from a knowledgeable and professional person, who could then refer them to the best channel of support; depending on their specific circumstances.

Strategy
By December 2014 Konecta was working closely in partnership with MAS to gain a thorough understanding of not only the campaign, but the service as a whole. 10 FTE were recruited and trained within two weeks, ready to start in January 2015. Due to a delay with the announcement of the service, the initial call volume was lower than anticipated, so Konecta used this to train and recruit for an additional call service requested by MAS. Konecta successfully met this request and we continue to service both call types now, with the volume of “Impacted Client” calls having increased significantly during 2015-2016. Furthermore, thanks to our overall performance, open engagement and detailed reporting, we have recently been awarded the contract to operate all of MAS services – an increase of 30 FTE.
“WITH THOUSANDS OF CUSTOMERS POTENTIALLY WITHOUT DEBT SUPPORT, MAS NEEDED A NEW SERVICE SET UP SWIFTLY TO HANDLE THESE CALLS BY A POSITIVE, FRIENDLY AND PROFESSIONAL TEAM, REFERRING THESE CUSTOMERS TO THE BEST CHANNEL OF SUPPORT.”

Results

“Konecta take the correct customer focused approach to fully understanding the queries and make certain the clients receive the best possible solution for their individual needs- as a result enhancing first contact resolution.”

- Konecta has maintained service levels of no lower than 97% against call volumes of up to 273% against forecast. All client queries are therefore handled in a highly efficient manner.
- Monthly calibrations are held with MAS to verify the marking of calls to be the same.
- Following the first month of full service, the results have consistently remained above the 90% benchmark.
- Well-structured and organised governance models have been adopted, which maintains a consistent relationship between Konecta and MAS; meaning information is exchanged quickly and informed decisions made promptly.
- Full collaboration and honest communication, with an openness to changeHigh level of flexibility, whereby Konecta has consistently demonstrated its ability to recruit and train staff for MAS within a two week period.