

# Case Study: Welcome Car Finance



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Paul Evans has been working with Totem since 1999. He was so impressed by Totem's flexibility and functionality he recommended them to his new company, Welcome Car Finance, who became a Totem client in 2003.

**In order to switch from their current suppliers Totem had to prove to Welcome Car Finance that Totem had a robust system, with an industry leading call management package (Vision) and the ability to present a cohesive image of the satellite offices, which must appear as one entity.**

Welcome Car Finance had a very specific need. Paul Evans explains further: "I needed to build the business in 3 months, so wanted a perfect solution to bring our geographically dispersed call centres together. To put this into context, Welcome Car Finance and Welcome Financial Services, have a continually growing number of branches across the UK. We needed a solution which would allow these offices to work closely together, tracking their activity to ensure maximum operational efficiency."

"As a Cable & Wireless client of their inbound call solutions, I monitored Totem closely. I spent time working with them to develop Vision, their statistics package, to ensure it produced the management information I was looking for. We have a large number of remote call centres and some home workers, therefore this type of information is business critical as it forms the basis for decision-making. I

was only prepared to switch when I was confident that Vision would meet my expectations."

**"The reporting capability Vision gives us means we get the information we require quickly, to the right people, enabling us to react rapidly. This prevents us from making costly advertising mistakes** as we are able to identify which adverts are most effective, to whom they are most effective, even down to the caller's postcode! This enables us to tweak planned adverts to be more successful due to more accurate targeting. With an advertising budget of £millions/annum it is crucial advertising effectiveness is maximised, limiting the risk of costly mistakes."

**"The other benefit of Vision for us is that we are able to manage our calls more efficiently.** We can identify when our peak periods are and how many lines are required to reduce the number of missed calls. Due to both the cost of advertising and the revenue potentially generated per unique enquiry, it is critical we do not lose calls. In a previous position, the income we received from the use of our 0870 numbers was utilised to reduce the overall cost of advertising our freephone numbers, making the whole situation far more cost effective. All revenue is vital for reinvestment to grow the business."

**"In addition to Vision, Totem is particularly strong in their Zone plan offering. BT does not offer a suitable zone plan, and Opal (with its limited zones) is weak when you get to more**

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**than a handful of offices.** Totem is flexible and responsive as we are able to design the plan ourselves, with them implementing it rapidly and accurately, which is crucial to the changing needs of our business."

"We record all inbound sales calls using Totem's technology. In addition to being used for legal reasons, we use it for training purposes and to monitor the quality of our employees, thus ensuring the customer receives the highest level of customer service from a fully trained representative."

"In the event of a disaster, Totem's Disaster Recovery system would automatically be invoked. This is where calls are redirected rapidly to another location, preventing a detrimental effect to our business. For example, if our building was flooded and we needed to move offices quickly, our service to our customers would be unaffected. They would not even be aware we had moved offices. Fortunately I have never had to implement Disaster Recovery. I have simulated a disaster, where the system worked effortlessly and rapidly. **If I was honest, I would be happy to pay a lot more for the peace of mind Disaster Recovery gives me - it is invaluable!"**

"I have thoroughly enjoyed my relationship with Totem. I have seen them evolve from a technology led company, to one more customer oriented, with a greater understanding of the business and the marketplace. I believe the investment in the company and recruitment of a focused management

team has made them more commercially focused. **Totem offer me real value added services, with all the elements we look for in a call management solution, which no other telco could provide. Their solution has been a huge contributory factor to the growing success of Welcome Car Finance."**