



Transforming Customer Experience

How innovative dialler functionality boosted
AspireMoney's performance

Who is Aspiremoney?

AspireMoney is the leading secure credit broker in the UK with a successful customer journey, that is both online and supported by a contact centre.

We spoke to **Paul Haul**, the Operations Director at AspireMoney, who gave us some insight into their journey with **Connex One**.



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Paul Haul

Operations Director at *AspireMoney*

What AspireMoney says about us

How did Connex One transform the way you were doing business?

Connex One gave us the dialling ability of other systems but also allowed us to review and monitor performance within the same day and make adjustments when needed. Everything we do as a business is about improving the customer journey and customer experience, the rapid response time we receive from Connex One which easily integrates into our CRM has improved our productivity.

What do you like most about the dialler features?

The dialler system is very straightforward, it's simplistic. You can put somebody in front of it and it walks you through what you need to do. Ultimately you are plugging into the dialler waiting for calls and then it's about how you disposition those calls.

What component in your company has dramatically improved due to Connex One?

Within any industry - it's about how you set your SLA's. What we have done successfully due to the marriage between Connex One and AspireMoney, has allowed us to look at what we are doing, how can we do it better, what's worked well and what hasn't worked well. It all comes down to the evaluation and the information we can extract. Our customers are happy with the service we provide because it comes down to the technology that we use, which is Connex One.

What makes Connex One different to other dialler providers?

A lot of dialler companies out there say it can't be done. Anybody who says 'no' is not progressive in their school of thought. The dialling capability of the Connex One platform has gotten better by working with its clients as opposed to saying no it can't be done.

How has your experience been moving your servers to the cloud?

In August 2011, we decided to move our servers from physical servers to the cloud. In February 2012, we had a fire. Thankfully all of our servers weren't in the building and we were back up and running in the new building by the following Monday. If we had our physical servers in that building, we would have been out of business and we wouldn't be having the conversation we are today, so I think cloud technology is very important. The API's that plug into our servers are very important.



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How has API integration changed your customer experience journey?

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Why would you recommend Connex One?

I think anyone who is looking to use Connex One, before you do, look at what you've got, then test with Connex One, and then look at what you've gained. I think from our point of view as a business, it added value. There's a financial impact to it, but again, the biggest thing that we focus on is the customer journey element and if our customers are happy, were happy, Connex One is happy, and that is not a bad place to be.

How would you describe your relationship with Connex One?

Connex One, like AspireMoney, continues to develop and move with the times. The fact that Connex One is willing to develop with us and to always look to enhance the customer journey is great. It is the reason we are still a client today, and why we will continue to be a client in the future. Because of Connex One, we have a great dialler system that integrates well with our CRM system, allowing consumers to click a button and speak to us instantly.



To learn more about how Connex One
is helping businesses to
overhaul their customer journeys

visit: www.connexone.co.uk,
get in touch with our team at hello@connexone.co.uk
or request a free demo of our platform [here](#).

0333 344 2435 | Bauhaus 27, Quay St, Manchester M3 4AW

hello@connexone.co.uk | connexone.co.uk