



Case Study: 4Finance

Enabling Sophisticated Strategies,
Operations, and Communication on
a Global Scale

About 4Finance

4Finance is Europe's largest and fastest-growing online and mobile consumer lending group. They get money to people when they need it—quickly, conveniently, and responsibly.

4Finance is a disrupter to conventional bank lending, totaling more than €5.0 billion in over 15 million single-payment, line-of-credit, and installment loans.



Rapid Expansion Creates Room for Innovation

4Finance's explosive growth strained its internal capabilities, especially their proprietary collections system. Management took this unique opportunity to set a strategic objective: increase consistency and efficiency across the network while maintaining flexibility.

Shortcomings of the existing system included:

- Lack of synchronization across international operations | Individual countries were working on different versions of the system, causing inconsistent customer experiences.
- Dependency on IT support | Users were unable to configure system functionality without contacting IT or engineering for support.
- Roadblocks for innovation | There was little space to develop and expand strategies and champion/challenger tests.
- System limitations | It was difficult to enhance the system with capabilities like automation and segmentation.

Recognizing these challenges, 4Finance set out to deploy a single, flexible, and comprehensive platform.

Katabat Streamlines 4Finance's Processes & Creates Real Value

November 2015—4Finance takes a major step forward by selecting Katabat to streamline their collections and customer service processes.



With its ability to seamlessly integrate with existing infrastructure, Katabat's platform was exactly what 4Finance needed. Katabat's platform delivered immediate value by quickly enhancing processes and operational efficiency.

Delivering 360-degree views via the Strategist Portal, team members could manage all their global activities in one place. 4Finance was once again able to operate consistently across all business functions, with noticeable gains in productivity.

Meanwhile, Katabat's Agent Portal provided a holistic view of the customer relationship, from start to finish. By eliminating the need to toggle between systems, as well as greatly reducing customer handle time, the tool enabled 4Finance employees to increase operational efficiency and deliver a better customer experience.

Overall, Katabat realized tangible strategic and operational benefits for 4Finance. Advanced configurability, decisioning, and system flexibility enabled new, engaging collections strategies.



Katabat Provides Robust Strategic Planning Tools

Since deploying the Katabat platform, 4Finance has optimized its debt collection efforts. Using the Strategist Portal, 4Finance leverages and segments its data more effectively to design concurrent strategies. These include powerful champion challenger tests that can all be compared in one place.

Katabat solutions are clean, intuitive, and highly configurable for specific business needs. All of the above benefits come with a powerful Graphical User Interface (GUI). The client manages the system without relying on IT support. Users can adjust strategy in real time, creating immediate impact.

Katabat's powerful strategy tools enable extraordinary control. Design and drive powerful strategies from one platform.

Katabat Increases Operational Efficiencies with Automation

With Katabat, 4Finance has automated its processes. As a result, the client reported less human error and reduced operational costs.

4Finance also noted improved efficiencies in their agent work queues, specifically around:

- Segmentation
4Finance can now push agent notifications specific to each customer, which improves handling and resolution times.
- User experience
With both the Click-2-Dial and predictive dialer capabilities, Katabat provides opportunities for customization with an icon-based GUI. 4Finance strategists followed the intuitive interface to define exactly which variables (e.g., last payment date, balance due) to display to agents. Katabat streamlined the flow for both customers and agents, which increased the number of accounts handled.



Katabat Facilitates Consistent Communication of the 4Finance Brand to Customers

Katabat's dynamic document templates allow 4Finance to own every aspect of communication, from content to controls. Templates include email, SMS, and letters, all with customizable variables like name and balance due. With these templates in hand, the client is able to:

- Deliver messages quickly and easily.
- Tailor communication to each individual.
- Manage the overall brand experience.

4Finance sets publication preferences based on agent role. With these tools in hand, 4Finance has full control to send the right message, at the right time, through the right channel.



Tangible Benefits Cut Support Times

Since the deployment of Katabat's platform, 4Finance has reported significant increases in IT savings as a result of specific benefits:

- Workflow improvements (+88.7%)
- Templates for communication (+50%)
- New resolution/disposition codes (+85.9%)
- Customer-facing design (+81.2%)
- Creation and use of custom variables (+71.7%)
- Configuring payment schedules (+85.9%)
- User notifications (+85.9%)

Katabat provided 4Finance a unified, user-friendly system that enhanced control and efficiency. With its flexible configuration, Katabat has enabled 4Finance to independently design and deliver robust strategies all around the world.