



# 2Ring & Five9 Case Study ..

## How **Everyday Loans** Used **2Ring Dashboards & Wallboards** to Enhance Real-Time Reporting in Their **Five9** Contact Centre ..

Read this case study to learn how Everyday Loans implemented 2Ring’s real-time reporting and alerting solution, Dashboards & Wallboards, in their Five9 Contact Centre to gain unparalleled insights into their enterprise, driving actionable day-to-day business decisions that led to superior customer experiences ..

Everyday Loans were running an omnichannel cloud contact centre solution which was heading towards the end of its technological lifecycle. With the cloud strategy set, they took the decision to migrate to Five9 Virtual Contact Centre (VCC) with Babble Contact, providing them with an affordable & scalable platform, which offered Everyday Loans flexibility to expand in line with their growth plans without the need to purchase expensive hardware ..

Everyday Loans selected Five9 as their platform of choice as it is cohesive, cloud-based solution that is scalable, affordable, and user friendly. With Five9, enterprises are enabled to engage customers on their channel of choice, streamline operations, and use the power of practical AI, automation, and the cloud to increase business agility and exceed overall customers’ expectations. Five9’s drive and vision to reshape the contact centre into a customer-first “engagement centre”, aligns with 2Ring’s goal to provide actionable insights around customer metrics to ultimately provide businesses, such as Everyday Loans, with superb feedback and data, all in real-time, driving the growth of the enterprise whilst elevating the experience of the customer ..

In order for the migration to Five9 to be successful, Everyday Loans needed to ensure that they have visibility of the performance of each of their contact centres, not only within the branches themselves but centrally, to allow them to manage resources effectively across the organisation. Everyday Loans chose 2Ring, a provider of live Data & analytics solutions, to execute this vision and create a world class experience for their customers ..

2Ring is a contact centre software vendor that has been innovating in the space for over 20 years. With offices in Europe as well as the United States, 2Ring has been able to assist thousands of clients and enterprises in their contact centre technology needs with their popular real-time reporting solution, Dashboards & Wallboards. 2Ring recently introduced Five9 as a supported platform for their Dashboards & Wallboards, and the feedback from customers has been nothing short of amazing. The solution has transformed numerous Five9-based contact centres, their agents, and supervisory staff into customer-centric engagement hubs with 2Ring’s real-time reporting capabilities providing unrivalled access to performance insights ..

Everyday Loans is an independent personal loan lender based in the United Kingdom that offers a case-by-case approach to customers. In a highly competitive market, Everyday Loans prides itself on differentiation by the exceptional experience offered to customers. Founded in 2006, Everyday Loans is committed to professional, responsible lending, taking into consideration customers’ needs and circumstances with every application. A crucial part of their operations is the contact centre, which is a key touchpoint for consumers in ensuring personable, bespoke services to meet the unique lending needs. With a broad portfolio of loan services, coupled with a customer-first approach lending practice, Everyday Loans has distinguished itself as one of the premier lending institutions in the UK ..

In order to offer the best possible experience to their customers across the 80+ branches & contact centre, Everyday Loans manage, the teams rely on the ability to act in real-time to ever changing customer demand ..

**“ .. I’m hugely impressed by their (2Ring) ability to listen & adapt their solution to help us move our business forward..”**

Kris Hall .. Customer Contact Manager

To complement their built-in services & features, Five9 has a specialist group of Technology partners who integrate with the VCC platform. 2Ring is a key member of this Five9 independent software vendor (ISV) partner community, which serves as a great resource and repository for Five9 users to find compatible 3<sup>rd</sup> party solutions for their contact centres. "We needed to ensure that we could run our organisation efficiently & effectively to exceed the expectations that our customers have. We utilised the Five9 Supervisor license to manage resources but were struggling to easily share performance metrics across all of our sites." says Kris Hall, Customer Contact Manager. "2Ring came in and made this simple. Our initial thought was to develop a wallboard solution internally by utilising the Five9 APIs, but it immediately became clear that this was not going to be easy and the management, when live, caused more concerns. We worked closely with 2Ring to explain our requirement and from the initial conversations all the way through to the ongoing support and management of our implementation, they have shown an unrivalled understanding and expertise", emphasized Hall ..

Hall then adds: "We utilise IRO 20 KPI's in the wallboard layouts of our branches, and an additional 10 for management visibility, but I understand that many more are built in. Deploying the 2Ring Dashboards & Wallboards solution has allowed us to adapt to changing scenarios in real-time. If one of our contact centre is busy and struggling to meet demand, we can re-assign resources to address this and keep wait times down. We're also alerted proactively about this to ensure we can take action when it is happening and not miss a crucial event". It was important to Everyday Loans that they could create, change & publish the layouts as part of their ever-growing business ..

"One of the reasons we chose 2Ring was the ease of use. The editing tool is highly intuitive and we have opened this up to some branch leaders allowing them to create their own statistics layouts. This takes the pressure away from the technical team and also ensures no delays are experienced. 2Ring has enabled this way of working, and since there is no cost for additional layouts, we can manage our budgets tightly, only needing to invest when our staff count grows." ..

As part of their digital strategy, Everyday Loans are looking to enhance customer experience further and offer a variety of digital channels for customers to contact them with, introducing novel ways of engaging with Everyday Loans ..

## "One of the reasons we chose 2Ring was the ease of use"

Kris Hall .. Customer Contact Manager

"As mentioned before, visibility is key to our working practices, and if we're going to implement more ways for our customers to contact us, then it's vital that we can measure the performance in real-time" explains Hall ..

"We're in constant communication with 2Ring about where we might be heading and how they can help accommodate us. I must say, I'm hugely impressed by their ability to listen & adapt their solution to help us move our business forward. It is win-win for everyone, as they get feedback from a live customer which gives them the ability to help us develop for real world scenarios and also add value to their expanding product line. It sounds sensible, but it's something we've not seen much from technology vendors in the past." ..

2Ring's goal is to consistently innovate and help our customers achieve their business objectives in an efficient and cost-effective way. The 2Ring Team thoroughly enjoyed working with Everyday Loans, implementing the Dashboards & Wallboards solution, and everyone is looking forward to further collaborations as Everyday Loans embraces their ongoing contact centre journey into the future ..

If you're looking for a real-time reporting solution for your enterprise's contact centre, 2Ring provides the right tools to get the needed views to monitor your business performance. Reach out to us at [2Ring.com/Five9Demo](https://2Ring.com/Five9Demo), to schedule your own personalised walkthrough of our solution for Five9 Intelligent Cloud Contact Centre ..



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