

UNLOCK CUSTOMER-CENTRIC COLLECTIONS TECHNOLOGY



www.financial-cloud.com



EMPOWER YOUR BUSINESS DELIGHT YOUR CUSTOMERS

In today's economic landscape an increasing number of people are finding themselves burdened by debt. In these trying times, the debt collection industry steps forward as a crucial support system, offering more than just financial assistance, but serving as a lifeline for those navigating the complexities of financial vulnerability and uncertainty.

But how can this be delivered effectively and at scale?

With Financial Cloud, organisations of all sizes can harness powerful tools to create highly personalised and scalable processes that result in optimal customer and business outcomes - all in a single platform.

Here's how we do it...



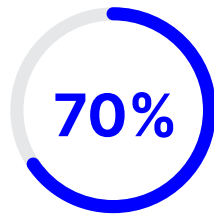
OUR MISSION

**TO REVOLUTIONISE
HOW FINANCIAL SERVICES
DELIVER CUSTOMER
EXPERIENCE.**



REDEFINING HOW YOU DELIVER CUSTOMER EXPERIENCE

Customer centricity is increasingly important. By investing in customer experience organisations can **boost satisfaction, increase customer loyalty**, and ultimately **drive growth**.



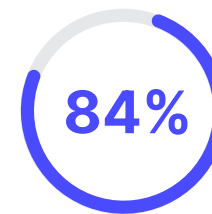
agents

say they cannot reliably access customer information.¹



customers

expect anyone they interact with to have full context.²



companies

that work to improve their customer experience report an increase in revenue.³

Stats:

1. Zendesk (2023) [51 customer service statistics you need to know](#).
2. Zendesk (2023) [51 customer service statistics you need to know](#).
3. Demand Sage (2023) [78 personalisation statistics](#).

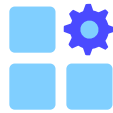


BENEFITS OF IMPLEMENTING FINANCIAL CLOUD



A Single View

Gain a 360 degree view of your customers by connecting all data sources in a single platform.



A Flexible Solution

Designed to meet the unique needs of your business operations.



Seamlessly Scales

Whether growing your team, collecting payments, or sending high volumes of communications.



Operational Efficiency

Reduce the time spent on manual tasks and save hundreds of hours every month with advanced automation.



Manage Compliance

Financial Cloud integrates seamlessly with your internal processes and guidelines towards compliance.



Reporting & Insights

Gain deep understanding into user interactions and behavior to drive data driven decision-making.

“

Financial Cloud has enabled us to strengthen our business operations and experience tremendous growth while remaining committed to the needs of our customers.

”

Max Houghton
COO, Perch Group



CUSTOMER RELATIONSHIP MANAGEMENT

Set your team up for success with the ultimate Financial CRM.

Our **Financial CRM** brings together all data into **one unified platform**, enabling you to better understand your customers, and deliver personalised experiences at scale.

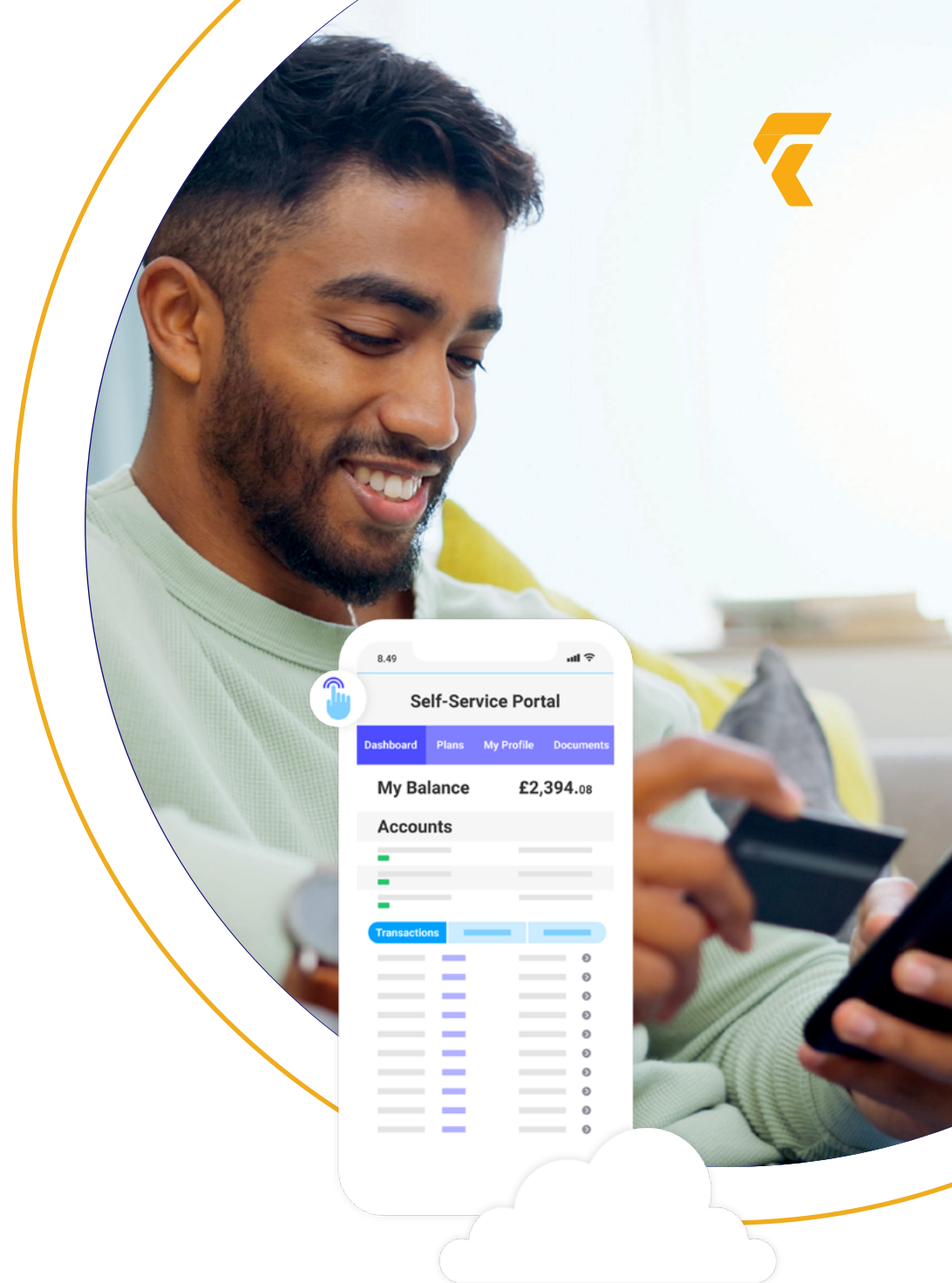
With our Financial CRM, you can **streamline your processes, boost efficiency**, and drive **business growth**.

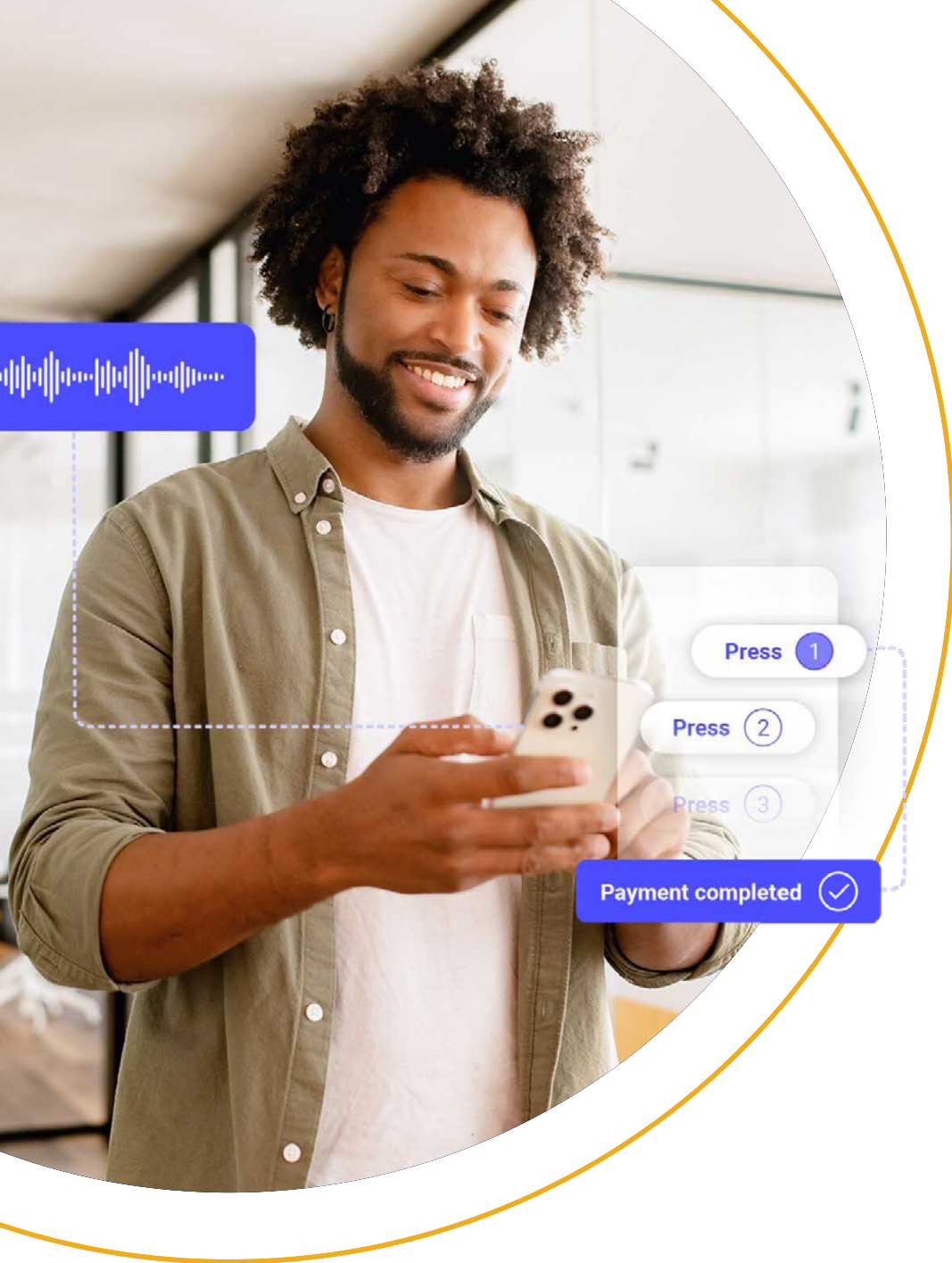
CUSTOMER PORTAL

Unlock the power of convenience and create positive customer experiences.

Empower your **customers** to effortlessly view and update their information, track transactions, and stay connected with your business anytime, anywhere.

Our user-friendly **self-service** portal is accessible **24/7** to provide your customers with convenient and personalised experiences.





PAYMENT IVR

Enable your customers
make payments
at a time that suits them.

Our **Payment IVR** platform adapts in real-time based on **user-specific** information and real-time **data**, providing a seamless and secure payment experience for your customers.

With our automated system, you can process payments **24/7**, giving your customers the **convenience** and **flexibility** they deserve.

COMMUNICATIONS

Send personalised communication at scale.

Our **Customer Communications** platform is trusted to process millions of SMS, emails and letters every day on behalf of some of the UK's **leading Financial Services** companies.

Send highly personalised **automated messages** that leverage real-time activity, interactions, and customer data. With Financial Cloud, reaching your customers with **impactful messages** has never been easier.





PAYMENT LINKS

A convenient repayment service for your customers

Simplify the repayment process for your customers with **Payment Links**. Our user-friendly solution empowers you to **effortlessly** request and accept payments, provide settlements, and set-up payment plans with just a few clicks.



WHY CHOOSE FINANCIAL CLOUD



A Connected Experience

Bring together all data into one unified platform, enabling you to better understand your customers.



Customer Centricity

Create highly personalised and scalable processes that result in optimal customer outcomes.



We Empower Agility

Our flexible solution is designed to enable you implement operational change with speed and agility.



Seamlessly Scales

Our scalable platform will support your business growth every step of the way.



Powerful Alone, Better Together

Each Financial Cloud product is powerful on its own, but truly impactful when used together.

CASE STUDY

Perch Group was founded in 2016 and is one of the fastest growing and most ambitious debt purchase, collections, litigation and reconnection firms in the UK. They provide a one-stop-shop of market-leading, data-led services across the whole debt lifecycle through their sub-brands Perch Capital, ACI-UK, and TM Legal.



The Partnership

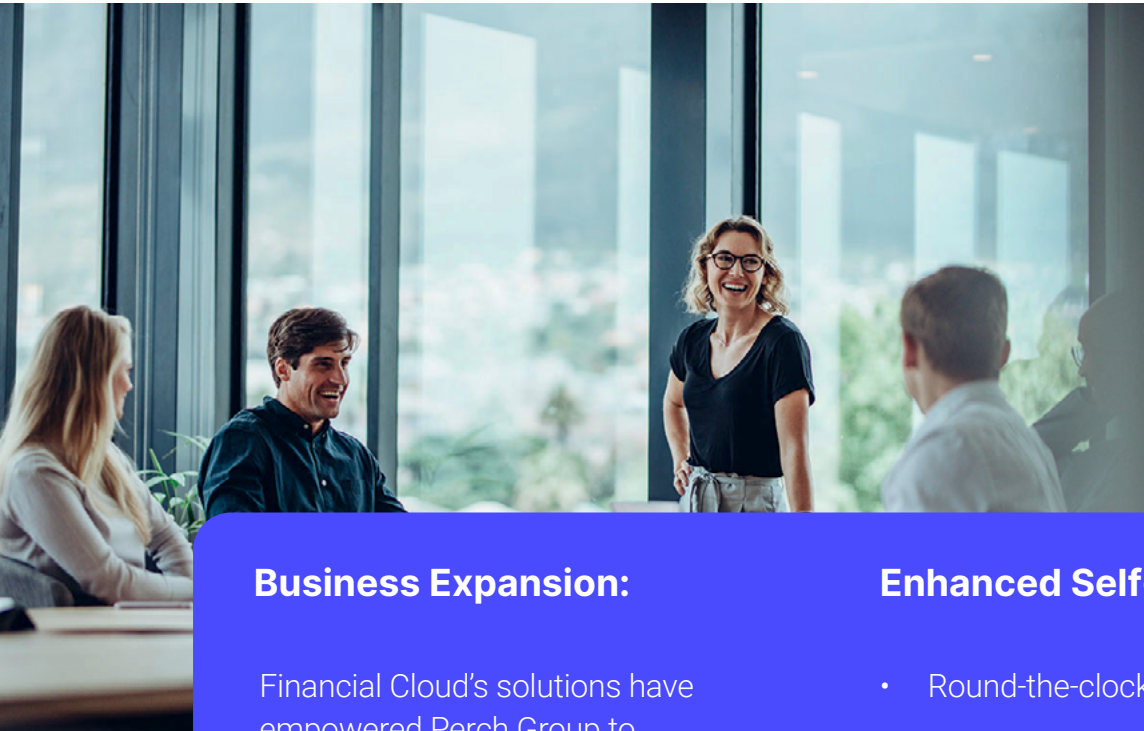
Our partnership with Perch Group started in 2017 when they were an emerging startup with just over ten employees. This collaboration has allowed Financial Cloud to develop a comprehensive understanding of Perch Group's objectives, target market, industry challenges, and the strategic support our technology provides. We are committed to achieving outstanding results for consumers together.

Since partnering with us, Perch Group has rapidly grown to become the leading collections and acquisition firm in the UK, expanding their business to achieve revenues of over £25 million, with a workforce of more than 200 employees, and serving over 1.5 million customers. This growth has been achieved with the open and scalable technology provided by Financial Cloud.



Financial Cloud is an integral part of our daily business operations. It provides our agents with all the information they need for effective call handling and outstanding customer service delivery.





Business Expansion:

Financial Cloud's solutions have empowered Perch Group to exponentially expand year on year, the 2022-2023 figures demonstrate:

- 68% increase in collections
- 40% increase in the customer base
- 44% growth in accounts acquired

Enhanced Self-Service

- Round-the-clock access to services.
- Over 37% of collections now processed via self-service each month.
- Online self-evaluation tools provide customers the flexibility to communicate their financial situations, allowing Perch Group to tailor their support services more effectively.

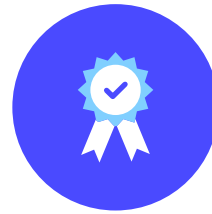
Operational Efficiency:

- Automating over 4 million personalised letters, emails, and SMS per month.
- Streamlining tasks with our intelligent event-based automation, boosting efficiency and saving thousands of staff hours.
- Digital-first customer experiences offering customers more than just viewing balances and making payments. They empower customers to fully manage their accounts online, putting their needs front and center.

ONBOARDING JOURNEY

Our **specialist team** will **help you** every step of the way. From setting up your platform, streamlining payment processing, managing data loads, or automating customer journeys.

We are **dedicated to guiding you** through every step, ensuring you understand **how to make the best** use of the platform and maximise results.



Out-of-the-box configuration

Seamless functionality from the start - compliant, scalable, and continuously improving.



Learn for experts

Take part in our live training series to learn tactics, techniques and knowledge sharing with a Financial Cloud expert.



API & developers

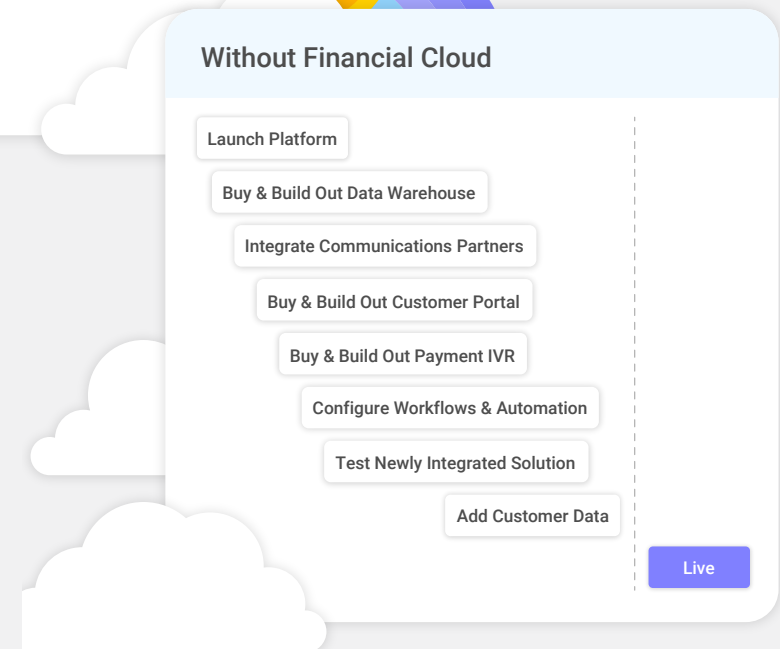
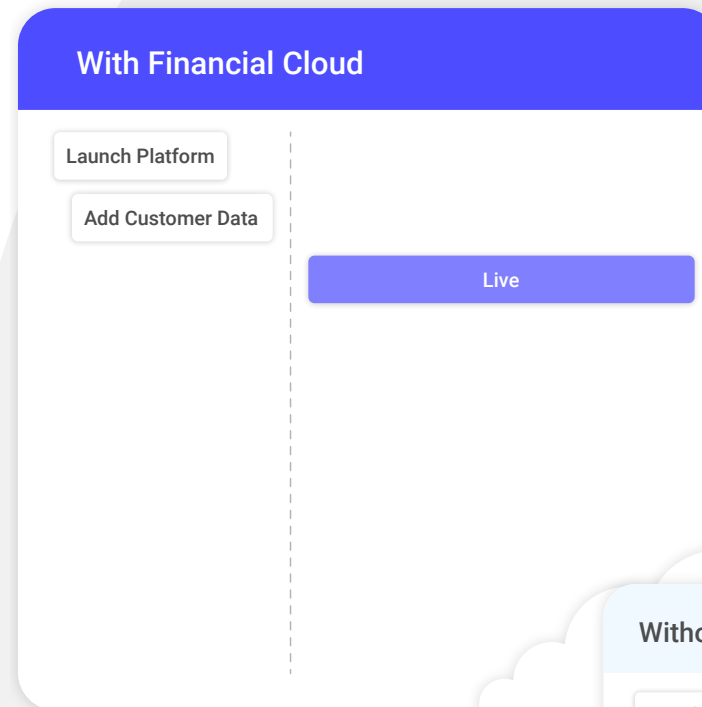
Access, integrate, and expand your platform capabilities with our event-driven architecture and robust APIs.



POWERFUL PERFORMANCE DELIVERED WITH EASE

Build your perfect
customer journey.

Low code, user-friendly,
and powerful.



OUR PACKAGES

Financial Cloud has multiple packages available. We enable companies of all sizes to streamline business operations and provide optimal customer experiences.



Essentials

Our essentials Financial CRM for increasing the efficiency of your business operations.



Professional

For more comprehensive Financial CRM capabilities, customer self-service, and dynamic IVR.



Enterprise

Offering advanced capabilities for end-to-end financial experience management.

Click [here](#) to find out more about our packages.



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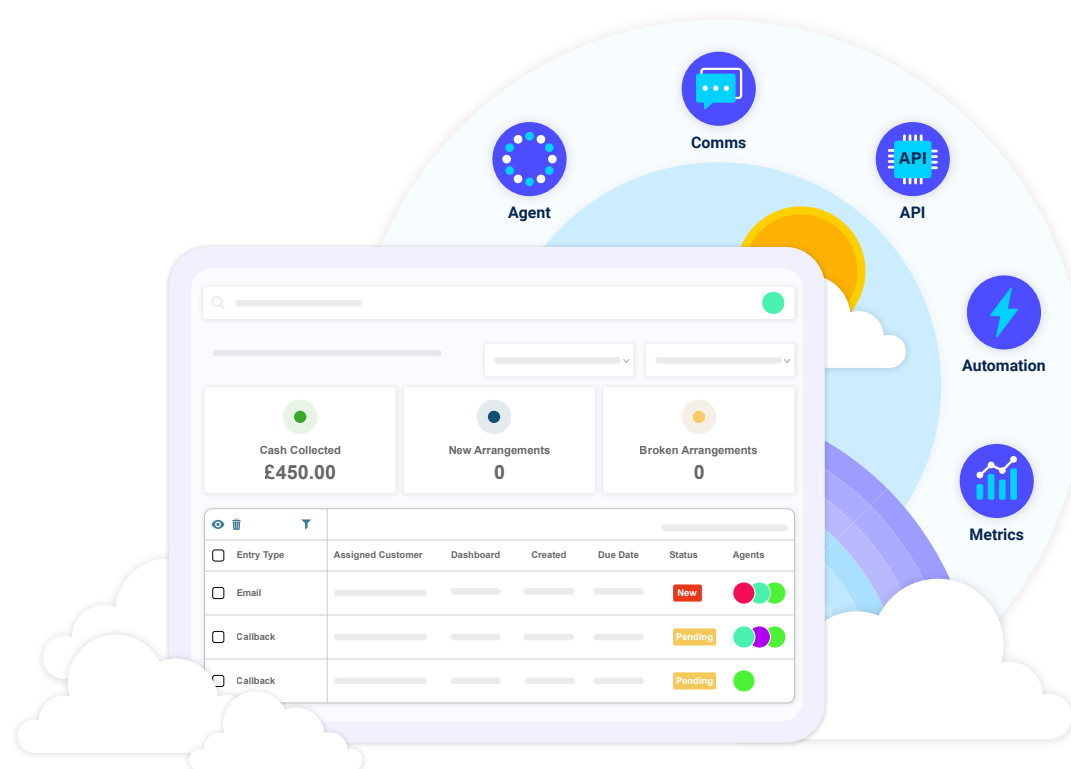
“

The flexibility of the Financial Cloud platform enables Tandem to evolve its services quickly and helps drive the continuous improvement ethos at the heart of both companies.

”



WELCOME TO THE FUTURE OF CUSTOMER-CENTRIC COLLECTIONS WITH FINANCIAL CLOUD





ABOUT **FINANCIAL CLOUD**

Financial Cloud is the ultimate Financial CRM Solution for managing exceptional customers experiences.

Trusted by some of the UK's largest financial organisations and most innovative start-ups, our technology enables them to deliver exceptional experiences to their customers and business users which fit their operating model.

Our mission is to revolutionise the way Financial Services provide customer experience. We aim to enhance efficiency while also offering enjoyable and supportive services. Whether you're a customer, a call center agent, or even the CEO of a bank, we are dedicated to ensuring a more positive, helpful, and impactful experience for everyone involved.

Welcome to the future of financial relationship management with Financial Cloud.

Find out more at www.financial-cloud.com.



CONTACT US

[Request a demo](#)

info@financial-cloud.com

www.financial-cloud.com

0800 368 6840

