

Delivering Outstanding Customer and Agent Experiences

CASE STUDY

About Tandem

Building the UK's greener, digital bank, Tandem's on a mission to help the UK transition to a lower carbon lifestyle. Benefiting both customers' pockets and the planet, Tandem offers greener ways to save, borrow, spend, and share.

With over £1bn in credit lent in green lending and customer numbers doubling in 2023, Tandem is the challenger bank to watch.

Financial Cloud has partnered with Tandem since 2018, initially through their previous lending business, Oplo. The partnership enables Tandem to run its operation efficiently and service the customer base at scale.



The Challenge

Before adopting Financial Cloud, Tandem faced significant challenges with its core customer servicing and collections operational departments.

Their various legacy systems were not coping with the banks scaling customer base and strategic plans; resulting in decreasing performance, operational inefficiencies, and frequent service disruption.

Recognising these critical challenges, Tandem identified the need for strategic technology change. Specifically, a solution that would provide:

- 1 One servicing platform to deliver a single streamlined user experience.
- 2 Self-service across all aspects of the customer journey.
- 3 Open, flexible tech which helps delivery of strategic opportunities.

The Solution

Financial Cloud was selected as partner of choice, with Tandem choosing to implement our Financial Cloud CRM platform.

This implementation entailed a comprehensive migration of fifteen years of historical customer data, a complete transformation of operational processes, and extensive system testing—all executed seamlessly over a single weekend. With Financial Cloud's expert support, the transition occurred without any system downtime or customer disruption during this critical period.

Following Tandem's acquisition of Oplo in 2022, the bank has expanded its suite of Financial Cloud technologies to include our:

- Intelligent Payment IVR
- Communications Platform
- PaymentLinks.

This complimented their existing app-based customer support model, ensuring comprehensive support for customers at every stage of their lifecycle and delivering optimal customer outcomes.

Implementation and Results

Enhanced Self-Service

- ✓ Over 100,000 customers empowered with self-service options.
- ✓ In-built accessibility options to ensure all customers are catered for and have the option of self-service 24/7.
- ✓ Engagement strategies driven by individual customer journeys, and automated via our advanced logic-based workflows and event-based decisioning.

Effective Communication

- ✓ Automated workflows ensure every account is managed using best practice strategies.
- ✓ Dynamic content is used to build customer and scenario-specific communication to ensure the customer is well informed.
- ✓ Our event-based rules engine uses advanced logic and behavioural events to automate customer communication in real-time.

Great Agent Experience

- ✓ Intuitive call management tools such as CallFlow helps to reduce risk and upskill users with a simple guided experience.
- ✓ Consistent customer service is achieved by integrating business processes directly into the user experience and automating manual tasks.
- ✓ Superior auditability and quality control is delivered via our ID&V service and data cleansing mechanisms.

Operational Efficiency

- ✓ A 360-degree view of each customer and account ensures that every interaction is fully informed.
- ✓ Automation of business processes and manual tasks have reduced the time teams need to spend on inefficient activities.
- ✓ Our open, flexible and modern API-driven architecture enables seamless integration of systems and processes across a complex legacy setup.

Ready to Elevate Your Customer and Agent Experiences Like Tandem?

Book your demo now and see how Financial Cloud can transform your operations.

www.financial-cloud.com

Get Started