



KURA

Case Study: Public Sector – SLC





Background

With a number of major challenges arising from such a substantial headcount increase, the Student Loans Company tasked us with managing the main contact channel—inbound calls.

We provided dynamic inbound customer service call handling support to the Student Loans Company for over nine years. Our client administered government-funded loans throughout the UK, working in partnership with local authorities and agencies. Their support centre managed inbound calls from customers regarding their accounts. Due to the exceptional peak experienced by the Student Loans Company each year from July through October, staffing levels would increase by over 300%. With a number of major challenges arising from such a substantial headcount increase, the Student Loans Company tasked us with managing the main contact channel—inbound calls.

The Solution:

We managed a variety of complex calls regarding loan applications. During peak season the volume of staff requirements changed dramatically; ramp up ranged from 50 to 400 advisors. We ensured the flexibility and certainty of employees during our client's critical periods through a multi-faceted approach which included:

- A dedicated project team consisting of stakeholders from across the business.
- Excellent cross-departmental communication and collaboration.
- Flexible contracts.
- Retention bonus for fixed term advisors.
- Monthly bonus for high performers.

Key Highlights

- We met all monthly quality standards
- We made significant improvements in the customer satisfaction score by an independent survey
- We won the Shared Service Centre of the year award with the Student Loans Company at the National Outsourcing Awards

We Are Kura



Continuous Improvements

At Kura, we encourage business improvement initiatives, so our client and their customers continually get the best service from us. During this campaign, our customer experience workshops helped to identify key issues faced by the customers, along with improvements. A key benefit from one of these workshops was the development of a new outbound call software application. The team developed and piloted this initiative which provided insight to why customers were calling with output provided to the client in near real-time. Despite the challenge of having to recruit and train a large number of new advisors, often over very short periods of time, the quality and customer experience delivered was always high.

About Kura and Inisoft

Kura provides award-winning outsourced contact centre services from UK and South Africa. We're in business because we want to help people to develop and reach their full potential. We're building a culture that shifts the mind-set from focusing on "things and stuff" to "people and their behaviour." We call this process "Crossing the Bridge." Our vision is, to be "unrivalled in Developing People." Our software subsidiary, Inisoft, develops contact centre solutions which are sold globally and used by many leading brands. Our core products Syntelate and Syntelate XA were designed specifically with the agent in mind. Syntelate is our award-winning unified agent desktop used broadly with Avaya POM.

Syntelate XA is our omni-channel customer engagement suite that allows your agents to handle calls, emails, web chats, SMS messages, and social media interactions – all from the same easy to use interface. We're backed by a number of partners across the globe; this means when you select us as your provider, you'll have cutting-edge technology at your fingertips. Our unique proposition of combining great people with technology enables us to produce spectacular results for our clients. With a wealth of experience, our customers range from SME to Multinationals.

Speak to our team today to learn how we can help you

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