



LiquidVoice  
Smart business analytics



AVANTI | FINANCE

CASE STUDY:

HOW WE PROVIDED A TOOL FOR  
AVANTI FINANCE TO CAPTURE  
CUSTOMER INTERACTIONS FOR  
COMPLIANCE AND CONTINUOUS  
IMPROVEMENT OPPORTUNITIES

## Avanti Finance

Since 1989, Avanti has helped nearly 100,000 New Zealanders by providing finance to buy a car, pay a bill or buy a home. As well as the Avanti Finance brand, they also operate a number of other brands including GetCapital which provides fast and flexible loans to small businesses, Bexhill Funding providing flexible funding for insurance policies, and Branded Financial Services providing premium motor vehicle finance.

liquidvoice.com

## The Goals & Challenges

Triggered by a refresh of their telephony and contact centre infrastructure, Avanti was primarily looking for a call recording platform that could ensure it met compliance obligations, including the Credit Contracts and Consumer Finance Act (CCCFA), Privacy Act, Customer Identification and Complaints Processes in New Zealand.

However, Avanti were looking to extend the value of a recording solution to enable a more effective way of dealing with customer queries or disputes and also to drive quality monitoring across its contact centre to better focus staff coaching and development.

Primarily the solution was required to capture interactions across Avanti's contact centre where around 60 staff are focused on providing customer services and following up collections from end-customers. Avanti was also looking to record calls across an additional 40 staff members who are focused on managing relationships and developing business with partners, brokers and intermediaries.

**“It was essential that we selected a solution that was proven in terms of reliability and could seamlessly integrate into our selected Mitel platform. As well as our compliance requirements, we wanted a solution that could support our continuous drive to offer the best possible customer experience and were excited about what Liquid Voice could provide in this area.”**

James Grieve, CIO, Avanti Finance.

## Why Liquid Voice

From the very first presentation the team at Avanti was filled with confidence that Liquid Voice fully understood what they were trying to achieve and that the SmartExperience solution could deliver the outcomes they were looking for.

As a growing company, Avanti were also looking for a foundation platform that could scale with their business both in terms of number of users and capability. They definitely saw the use of analytics as being part of their future and recognised that Liquid Voice not only met their day one requirements but could take them where they wanted to go in the future.

**“The team at Liquid Voice have a great skill of being able to simplify the complex. We were filled with confidence that their technology would seamlessly fit into our environment and provide our team with a solution that was intuitive to use.”**

James Grieve, CIO, Avanti Finance.





## The Solution Delivered

Liquid Voice deployed their SmartExperience solution fully integrated into the Mitel platform to capture every interaction across Avanti's contact centre and business development teams utilising the Mitel PBX capability.

With every call being captured, Avanti have been able to leverage the different aspects of SmartExperience to deliver the outcomes they were looking for:

**Compliance** – With the confidence that every interaction is being captured, accurately tagged with customer and transactional data ensures that Avanti is meeting its compliance obligations and can clearly demonstrate and evidence such compliance.

**“The outstanding factor with Liquid Voice is that it is so easy to use. This meant it has been adopted by Managers and Team Leaders and become a seamless part of how we work. Quality Management has delivered value add in the way we coach and develop staff and I am sure it is positively impacting our customer experience.”**

**James Grieve, CIO, Avanti Finance.**

**Quality Management** – With SmartExperience, Avanti can set rules around which calls are reviewed for quality purposes, either randomly sampling calls or taking a more comprehensive approach for new staff or those who need more help. Liquid Voice makes it easy to play back calls and enables for these calls to be shared with staff to more constructively provide feedback and guide development.

**Query Resolution** – SmartEvidence simplifies the process of searching and replaying historic customer interactions. If a dispute or query arises, the Avanti team are able to quickly find all of the relevant calls associated with that query, connect conversations across multiple interactions and more accurately answer customer queries or resolve disputes.

### Key Value Delivered:

- With the confidence that every call is being captured, Avanti are reducing both the risk and burden associated with compliance.
- Quality Management is enabling Avanti to gain a more accurate view of staff performance and leverage real examples of interactions to better direct staff coaching and development.
- The time taken to resolve customer queries and disputes has been significantly reduced with a much easier and quicker way to find and replay previous customer interactions.
- The ease of use of Liquid Voice SmartExperience has not only ensured full user adoption but has provided IT with a solution that is easy to configure, manage and maintain.

## Excited About The Future

With the foundation platform now in place and value being generated through Quality Management and simplified Search and Replay, Avanti are excited about the future and what additional value they can gain from SmartExperience.

**“What we love about Liquid Voice is that they are not a silent partner. They use their understanding of our business to continually share their thoughts and ideas of how we can be generating more value from our investment. We are excited about what is possible and the future value we can deliver to the business.”**

James Grieve, CIO, Avanti Finance.

For Avanti, Liquid Voice’s analytics capabilities present significant opportunities to gain valuable insights into the interactions they are having with both end-customer and their channel partners. The ability to detect potential signs of customer vulnerability in the finance and lending market is extremely beneficial in ensuring responsible business and the ability to highlight trends in customer preferences, behaviours and needs will only add value in shaping the future of Avanti’s customer experience.

United Kingdom  
T: +44 (0)113 200 2020  
E: [sales@liquidvoice.com](mailto:sales@liquidvoice.com)

Australia & New Zealand  
T: +64 (0)3 281 7558  
E: [sales@liquidvoice.co.nz](mailto:sales@liquidvoice.co.nz)

[liquidvoice.com](http://liquidvoice.com)

