



Nigerian mortgage bank improves customer services by 70 per cent with CRM technology

With no CRM system at all, customer services was a time consuming and frustrating experience for employees at Nigerian mortgage bank ASO Savings & Loans Plc. A possible merger spurred the bank to invest in MS Dynamics CRM. Six months later the bank has shortened its response time to customers significantly. Being able to attend to customers more professionally has made agents more productive and improved CRM by 70 per cent.

Benefits

- 70 per cent improvement of CRM in contact center
- Shorter response time when solving customer issues
- More productive and attentive agents in contact center
- Improved complaints management and report making
- Improved customer loyalty and customer satisfaction

Industry

Financial Services

Country

Nigeria

Customer Size

500+ employees

Number of Users

5 employees

Partner

[Customer Contact Solutions Nigeria Ltd](#)

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"Customer relationship management has improved by 70 per cent since the implementation. Agents are more attentive when they know they can solve the customer's problem in a short period of time."

Femi Adewoye, Head of Information and Communications Technology Operations and Technology Division at ASO Savings & Loans Plc.

ASO Savings & Loans Plc is one of Nigeria's leading mortgage banks. With over 500 employees operating in 23 branches it plays a significant role in the provision of housing solutions to Nigerians.

Last November, when the bank started negotiations to merge with another Nigerian mortgage bank, it was clear the company had to modernize its customer services to be able to deal with a possible 150 000 new clients. Customer information was being processed in several different systems and the company lacked a centralized system that could monitor, store and analyze customer interactions.

Time consuming processes

Although the company had a small call center, the sparse number of staff carried out all operations manually and customers usually called their personal bank advisors directly for questions about their mortgages. The advisors had to log into several systems to get the right information. At worst, they even had to walk several floors to another department, a time consuming and frustrating process for both advisor and customer.

Femi Adewoye, Head of Information and Communications Technology Operations and Technology Division at ASO Savings & Loans Plc, explains: "It was a major challenge for us. It took a very long time to solve each customer's problem and we had no way of analyzing or reporting customer complaints."

The bank turned to systems integrator Customer Contact Solutions Nigeria Ltd which advised them to invest in a centralized contact center with

agents operating a CRM solution that could integrate with all existing systems. Microsoft Dynamics CRM was chosen as the company was already using Microsoft technology for most of its processes.

The implementation took six weeks and today five trained agents work in the contact center acting as a central portal for all incoming calls from customers. Via Microsoft Dynamics CRM the agents can access information about the customers from all other systems simultaneously on the same screen, giving the customer immediate feedback.

CRM improved by 70 per cent

Knowing they can attend to customers efficiently and in a professional way has given new confidence to the agents who are now being more productive. "We estimate that the customer relationship management has increased by 70 per cent since the implementation. Agents are being more attentive when they know they can solve the customer's problem in a short period of time," says Femi Adewoye.

Six months into the implementation he believes the improved service has led to increased customer loyalty and new customers, although it's too early to notice any cost reductions. "But it gives us a major competitive advantage in our marketing, being the first mortgage bank in Nigeria with a professional CRM solution," concludes Femi Adewoye.

Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)
- [Learn about partner solutions available in the Microsoft Dynamics Marketplace](#)

For more information about Microsoft Dynamics, go to:
www.microsoft.com/dynamics

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