

Our Strategy in Action



Every time I have put in an application form everything has been fine, the agent has been brilliant and they are friendly. I just cannot put it in to words and the service has been excellent.

Meeting customer needs

To ensure both existing and new customers could continue to access the products they needed, we immediately changed our service model. The new products we developed enabled us to quickly deliver vital cashless lending to customers.

We maintained close contact with our customers through a range of channels, and the digital customer portal allowed us to move processes and support online and deliver a remote and paperless service to many customers for the first time.

The rapid digitalisation of our lending, communications and customer service was the result of internal integration and cross-function collaboration, enabled by our Group-wide culture of support and teamwork.

Flexible future

Three businesses working as one organisation

During the year we set up a Group-wide project to continue re-engineering the business to support digital transformation, and to align and streamline all of our employee processes. Due to the Group being the result of combining three businesses, we have historically had disparate approaches to HR, recruitment and inductions, learning and development, communications and engagement, as well as general ways of working. We took the opportunity during lockdown to assess and correct this issue, using employee engagement surveys to understand what our teams wanted.

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98%

CUSTOMER
SATISFACTION





23,000

ONLINE LENDING
CUSTOMERS