PhoenixDX

Case Study

Non-bank lender delivers self-service capabilities, unifies product streams and drives business growth with new universal customer portal

The portal provides a single source of truth for various loan accounts, transforming the customer experience.

Established in 2000, Pepper Money offers consumers a fresh approach to finance solutions. Pepper has become one of the largest, most trusted, and award-winning non-bank lenders in Australia and New Zealand. Their real-life approach has seen them help over 250,000 customers with their range of flexible loan options, from home to car, personal and asset finance loans.

The Challenge

Pepper Money had different portals for each product line – personal loans, personal asset finance (such as car loans), and home loans, each with differing customer experience. The portals had minimal self-serve capabilities, so customers would need to reach out to their contact centre to change personal details or obtain their loan payout figure.

Their vision was to unify the experience across these different product lines and provide a modern, intuitive and sleek digital experience for their customers that would allow them to manage their loans when and where it suited them.
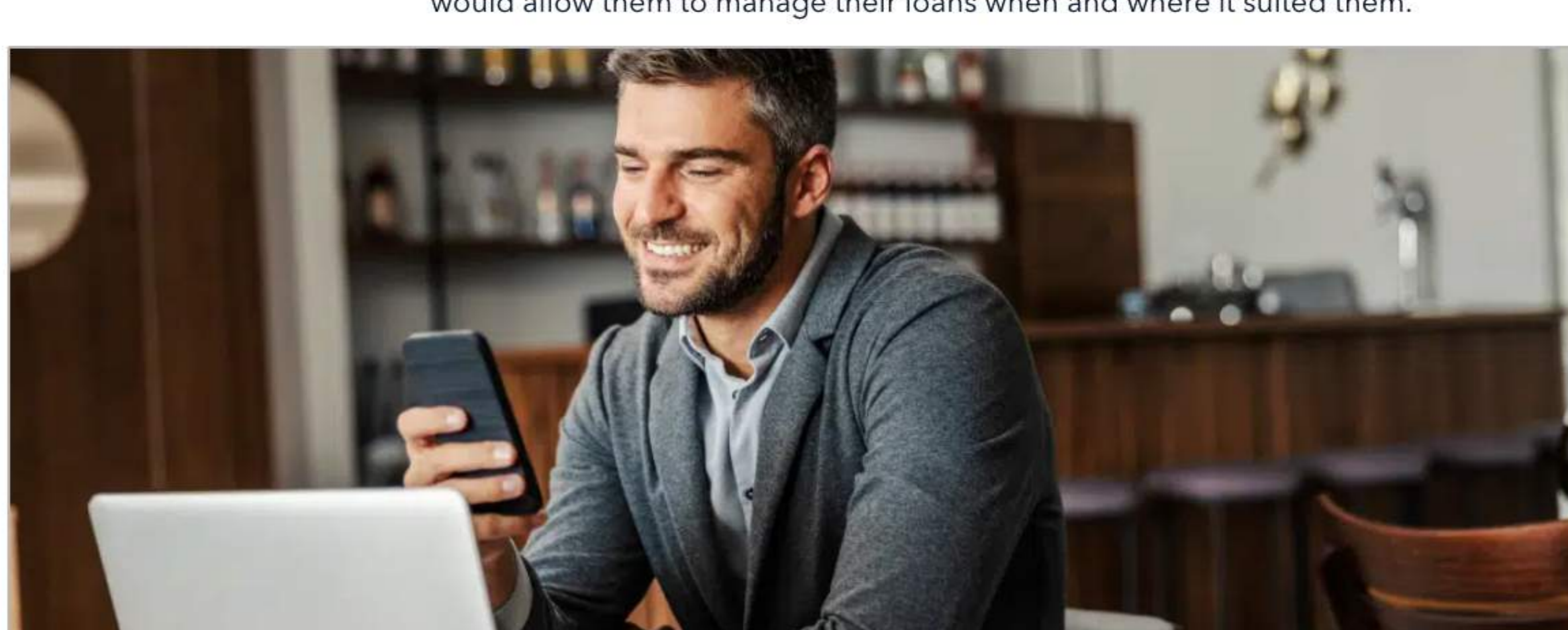
> A universal customer portal was vital to our business growth strategy. Creating a rich customer experience is central to improving our digital presence.
>
> - Royce Tully, Head of Technology at Pepper Money.

Pepper Money knew their customers expected more from customer surveys and NPS, and their existing portals could not be upgraded to provide the modern experience anticipated by customers. This required a paradigm shift to deliver their vision of a customer-centric digital experience.

> "Our vision was to give our customers the ability to self-serve online in their own time, when and where they wanted, from their first conversation with us all the way through to their last, when they pay off their loan, and to do this in a beautiful, frictionless way."
>
> - Nireeksha Suvarna, Digital Product Leader at Pepper Money

The PhoenixDX Solution

Pepper Money decided to consolidate their product lines into a universal customer portal capable of delivering a world-class digital user experience. They needed a sleek solution delivered fast while meeting customer and business expectations without compromising quality.

Pepper Money's Technology teams had experienced success with low-code development and knew that low-code platforms could deliver the speed they required. However, not all platforms could achieve the pixel-perfect User Interface (UI) they envisioned and the flexibility to evolve and expand their digital presence. The new unified portal had to bring together, in real-time, all the services running across Pepper Money's backend platforms in a modern and seamless responsive web solution.
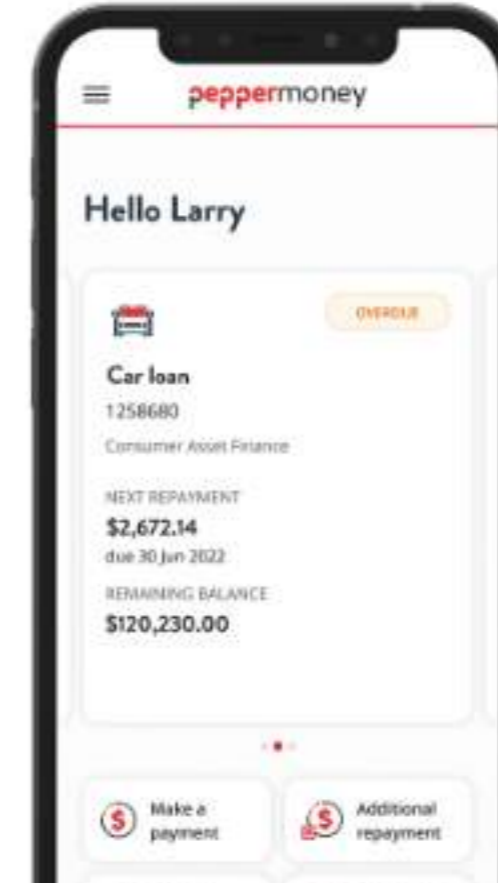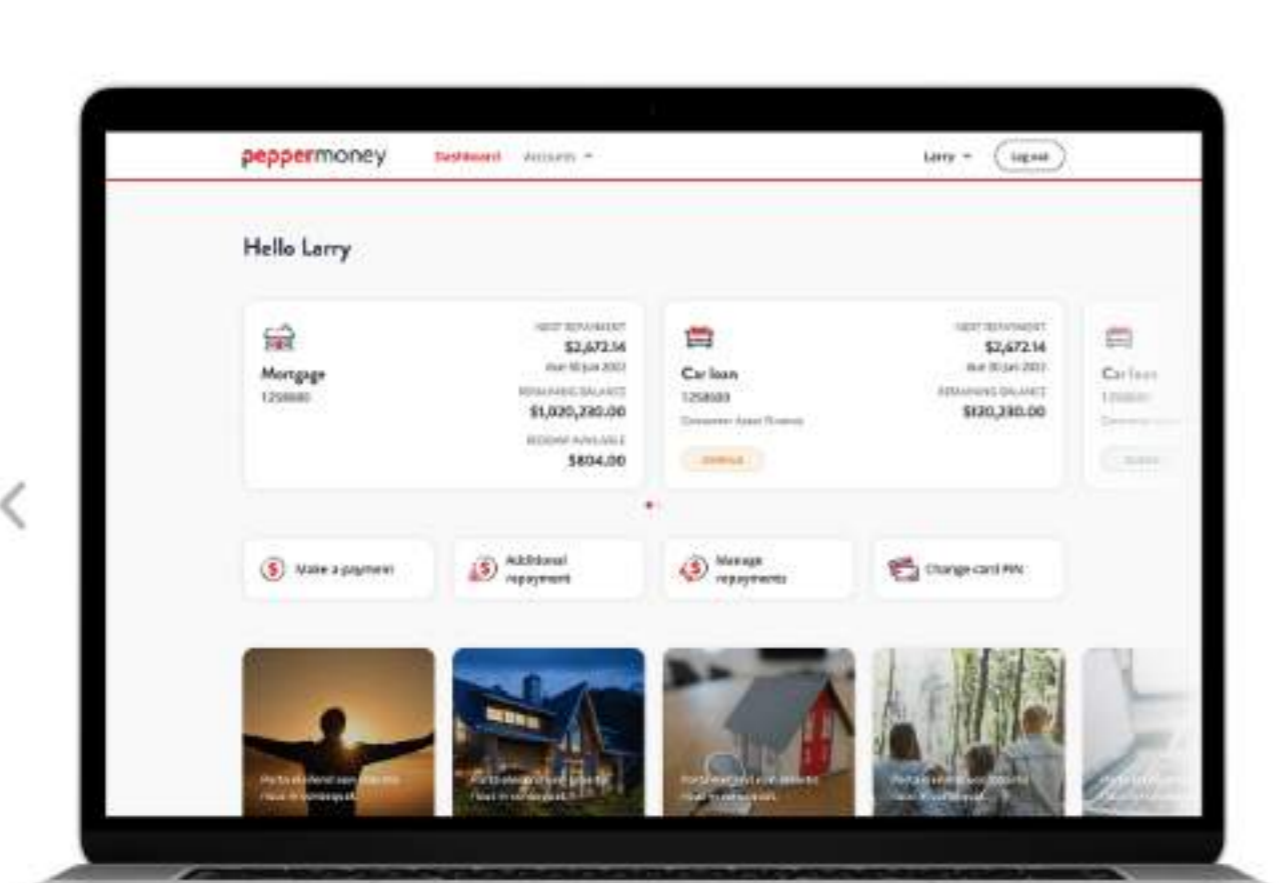
From a comprehensive assessment of the low-code market, Pepper Money found that the OutSystems platform could deliver its vision and PhoenixDX offered the deepest expertise with OutSystems in the Australian marketplace, with a strong track record of quickly delivering mission-critical, enterprise-grade solutions.

In just 6 months, Pepper Money built **my.peppermoney** - a modern and easy-to-use portal with a single login for all of their personal finance products. The dashboard gives clear visibility across the customer's personal loans and asset finance loans, with Pepper Money's own home loan products to be added in November. The portal provides self-service functionalities, making it easier than ever for Pepper Money customers to manage and control their loans. Fast and responsive, the browser-based platform is fully accessible on mobile and tablet devices.

> "PhoenixDX were the perfect Partner for our digital squads, and we co-created a solution that is going to make a huge difference to our customers."
>
> - Royce Tully, Head of Technology at Pepper Financial Services Group.

Results

my.peppermoney's intuitive user experience and self-serve capabilities have put Pepper Money in the driver's seat to improve customer satisfaction and exceed customer expectations. It has increased retention and satisfaction while opening up a new channel to drive business growth, by cross-selling products directly to existing customers.

Customer service-related calls into the contact centre have significantly reduced for personal loans and asset finance since launch. As a result of the call reduction, the contact centre teams can now focus on providing value-add and exceptional service to their customers.

The number of customers likely to access their Pepper products online has increased by 10%. This trend is expected to grow as more customers are onboarded to my.peppermoney.

The portal enables Pepper Money to expand its direct client offering while creating cross-selling opportunities.

my.peppermoney is future-proof, allowing Pepper to meet evolving customer expectations, market trends and business needs. Many other exciting enhancements to the portal are in the pipeline.

> "Pepper Money wanted to innovate quickly and do it well. We got together with PhoenixDX, and they demonstrated the development of a quality application in just one day, proof that their rapid custom development capabilities could be the solution for us. We engaged the company soon after."
>
> - Royce Tully, Head of Technology at Pepper Money.
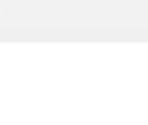
> "The PhoenixDX team matched the way we like to operate. They shared our values and an agile way of working. PhoenixDX's expertise in OutSystems has enabled our digital squads to develop their skills in this technology".
>
> - Nireeksha Suvarna, Digital Product Leader at Pepper Money

> "We looked at the SaaS products available, including vendor and hosted solutions. None of them allowed us to innovate the 'Pepper Money way'. We didn't have the developers to build a unified portal ourselves. PhoenixDX and the OutSystems low-code platform stood out because they could deliver the key things we wanted to achieve - the ability to develop the universal customer portal, transform our digital self-serve capabilities and go mobile."
>
> - Royce Tully, Head of Technology at Pepper Money.

Need a digital solution tailored to your needs?   **Let's Talk**