



CASE STUDY:

Supporting Customers through PPP Loan Process

THE CHALLENGE:

A commercial equipment finance provider needed help to support an influx of customer calls related to Payroll Protection Plan (PPP) loans.

THE SOLUTION:

ASK ramped up quickly to provide knowledgeable, friendly service for customers going through the PPP loan application process.

- Calls handled in month 1 = 8,798
- Calls handled in month 2 = 23,280
- Calls handled in month 3 = 19,961

One of the largest independent commercial equipment finance providers, the company has served more than 500,000 small businesses to help them thrive in the world's most essential industries, from transportation and technology to manufacturing and medicine. With nine offices and nearly 300 team members across the nation, the company is dedicated to addressing the financial needs of small businesses every day.



Applications Increased 50-fold

PPP loans are SBA-backed loans that help businesses keep their workforce employed during the COVID-19 crisis. When they became available, the equipment finance provider went from handling 10,000 applications to more than 500,000 in a short time. Their customers needed assistance with a myriad of questions throughout the application process, including documentation, deadlines and more.

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Our customer service team was overwhelmed with calls regarding PPP loans. ASK quickly hired and trained agents to provide the level of service our customers expect.

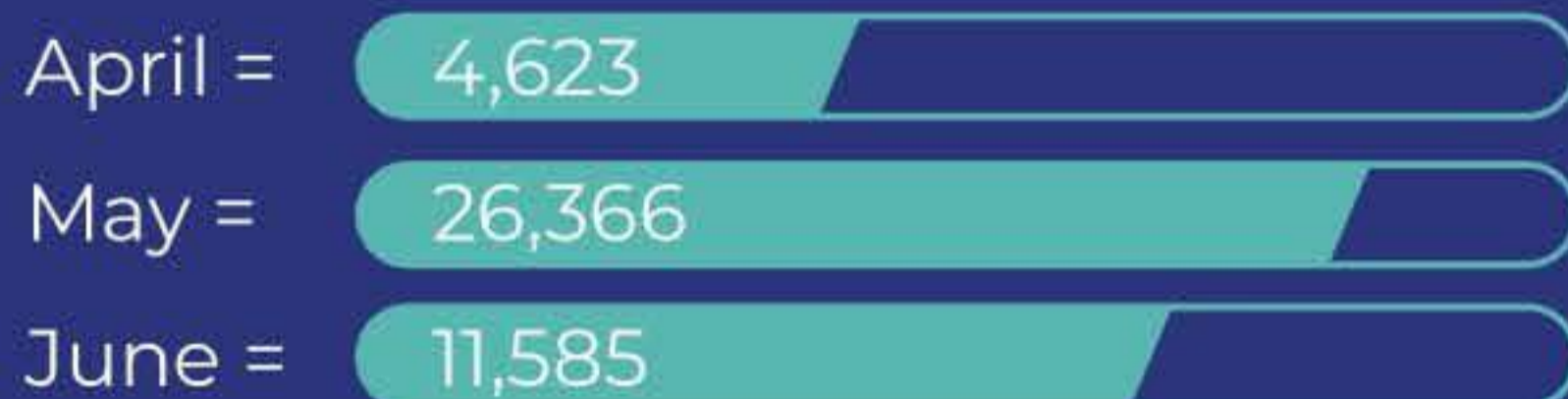
- Jeanie Karn, Vice President of Customer Care

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Because of the time-sensitive nature of the PPP loans, the company experienced a drastic spike in calls from 8,700 in March to 23,000 in April and almost 20,000 in May. ASK helped not only with the increased call volume, but also with a 24/7 chat function and email back logs.

Email and Chat



According to Karn, ASK stands out from the competition in several ways:

- Speed of project launch
- Special attention to agent training and courtesy
- Quick to address issues and additional needs

Learn how outsourcing part or all of your customer support services to ASK can help your business. Visit asktelemarketing.com.

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ASK quickly accommodated all of our needs. I can't think of a better partnership. It really is not common in today's environment to have such a great relationship and positive results.

- Jeanie Karn, Vice President of Customer Care

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