

First Cash Puts Customers First With XO® Managed Interactive Voice Response Solution

Headquartered in Arlington, Texas, First Cash Financial Services, Inc. is a leading provider of specialty consumer financial services. Its pawn stores (First Cash Pawn and Famous Pawn) make small loans secured by pledged personal property, jewelry, electronics, and other merchandise, and in many locations they provide short-term loans and credit services products. The Company's short-term loan locations (First Cash Advance and Cash & Go) offer various combinations of short-term loan products, check cashing, credit services, and other financial services products. First Cash also operates automobile dealerships (Auto Master) focused on the "buy-here/pay-here" segment of the used-vehicle retail market. In total, the Company owns and operates over 475 stores and buy-here/pay-here dealerships in 13 U.S. states and 11 states in Mexico. In addition, First Cash is an equal partner in Cash & Go, Ltd., a joint venture, which owns and operates 40 check-cashing and financial services kiosks located inside convenience stores.

The Challenge

Improve inbound toll-free Interactive Voice Response (IVR) service to help customers find the most convenient First Cash location quickly

According to Carly Sherman, Corporate Marketing & Communications Manager, First Cash previously used two different toll-free IVR locator services, one of which the company had acquired in a business merger. Neither the IVR system nor the vendor providing it proved adequate for the fast-expanding company. New First Cash locations were constantly being opened, but it was difficult to get the vendors to add them to the IVR locator—or to even know when or if the locations were added.

Instead of using ZIP Codes to find the nearest First Cash location, the old locators used the caller's ANI (Automatic Number Identification) and automatically transferred the call to a nearby location. Customers found it difficult to find a specific brand of First Cash store or locations in other areas.

The Solution

XO® Managed Inbound IVR

Through an independent telecommunications agent, First Cash was introduced to XO as a potential provider for its inbound IVR needs. XO worked with First Cash to craft a solution that went live in January 2008. "The XO team really listened to our needs and recommended the right setup," said Sherman. "The transition to the new system was very smooth."

XO Managed Inbound IVR offered all the features and benefits to meet the needs of First Cash and their customers. Customers now gained:

- The option when calling in of choosing the First Cash store they were looking for
- The location of the three nearest stores based on ZIP Code
- Dynamic routing functionality, allowing the caller to choose which store to be connected to First Cash gained:
- Easy, self-administered management of store locations in the system
- Valuable tracking and reporting on system usage, providing intelligence that First Cash could use to optimize the customer experience



Executive Summary

FIRST CASH

- Industry: Financial Services
- Location: Arlington, Texas

BUSINESS CHALLENGE

- Replace two disparate inbound IVR systems
- Improve service to customers through a more dynamic IVR
- Ensure a smooth transition to a new system

SOLUTION

- XO® Managed Inbound IVR
- Flexible feature set, allowing First Cash to offer an accurate, dynamic store locator
- Excellent service and system transition from the XO team

RESULTS

- Improved customer service with a system that is more interactive
- Better tracking and reporting of inbound callers



Customer Case Study

The Results

Improved Customer Service

Customers are no longer frustrated from being automatically connected to a store that they aren't looking for.

"Customers can choose whether they want a pawn store or a cash advance store, and they can also choose English or Spanish, which is important to our customer base," said Sherman. "Plus the system is much more interactive. When customers put in a ZIP Code, they can choose from the three closest stores."

Tracking and Reporting

One of the key benefits of XO Managed Inbound IVR has been its reporting capability. "Most valuable to me," said Sherman, "is knowing when callers exit the system. We've been able to adjust a few menu selections so more customers are transferring to a store location rather than hanging up."

More Accurate Locating

To add and update First Cash locations in the system, Sherman simply logs into an administrator application and makes needed changes: "It just takes a few seconds to add a location to the system, and I know it's accurate," said Sherman.

Outstanding Customer Service

"Our service from XO has been flawless," said Sherman. "Their team managed everything, which makes it easy for me and easy for First Cash to offer improved customer service."

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About XO®

XO Communications, a subsidiary of XO Holdings, Inc., is a leading provider of 21st century communications services for businesses and communications services providers, including more than half of the Fortune 500 and leading cable companies, carriers, content providers, and mobile operators. Utilizing its unique and powerful nationwide IP network and extensive local metro networks and broadband wireless facilities, XO offers customers a broad range of managed voice, data and IP services in 75 metropolitan markets across the United States.

For more information, visit www.xo.com or call 1.866.963.9696.

