



NDA + ConnexAI

Client Testimonial

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National Debt Advisors CEO Sebastian Alexanderson and Senior Chief Operations officer, Michaela Hogan shares thoughts on why ConnexAI was an integral platform changer for the industry.



Could you share with us what type of industry is NDA?

NDA is a debt review company which ultimately helps people who are financially distressed. We put them into a program that lasts up to five years which could be shorter. The goal is to assist the individual to recover their financial status to the point where they can go out in the world and take out a line of credit and not be over indebted.

What were some of the challenges you faced before joining ConnexAI?

Before ConnexAI, we never had an automated pass over, so we were walking around with walkie talkies to be able to accommodate the various local languages in South Africa. We needed to be able to digitize and have increased visibility in reporting to facilitate efficiency and to be able to act faster in chasing leads and resolve issues that may arise.

What would you consider one of the most important functions of the ConnexAI System specific to your industry?

Reporting, reporting, reporting! Its an extremely important aspect of our business. Having an increased visibility on our leads as it comes into the system all the way through the various multiple touch points to finally our data warehouse. Being able to track all the way through makes such a difference. These reports allow us to optimize effectively and efficiently. The way that the ConnexAI Dashboards are put together in real time, we can see what is going on at all times, which allows us to act faster if there are any errors in the system. This saves both time and money.

What new exciting feature are you going to be using from ConnexAI?

We have just finished building out the gamification module with Connex which we customized according to our specific requirements. It was important for us to have complete transparency in allocating performance points as well as understanding what those points mean, and how do the agents achieve those levels to avoid any unnecessary disputes and in turn, encourage high performance. Having the element of gamification was really exciting for us.

Why do you think ConnexAI has a successful relationship with NDA?

It's by far the people, and the support we receive. ConnexAI and NDA built a great relationship from the start. A relationship takes two people- it's a partnership. It was also the approach that ConnexAI took, to be transparent from both parties. The dialler is the heartbeat of the business, so it was exceptionally important for both parties- us as the customer, but also the supplier ConnexAI to have a full understanding of the system. Having this type of relationship has been a complete game changer. ConnexAI response time is within the minute, its not a 24 hour turnaround, and that is remarkable.

What is one major achievement since using ConnexAI as a dialler?

NDA for the first time won the debt review reward in 2020. To become the number one debt review company in the country is a huge achievement. We got to number one by having the right systems, processes in place and having the heart of the business- the dialler structured in the right way using one integrated system created by ConnexAI.

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Sebastion Alexanderson

CEO at NDA



What is unique about ConnexAI?

It's both the customer support aspect but also the cost aspect. The costing is very competitive and you get a whole lot more than just a dialer. There is nothing that can't be done or changed, and at no additional cost. We want to spend less time calling the wrong people, and more time calling the right people. ConnexAI does just that with their database and touch points, giving your agents the best chance of a happy work environment.

Where does NDA want to head in the future?

We are gearing up to upskill our agents to handle multiple live chats that we can push through the omnichannel that ConnexAI offers, so our next phase in our strategy is to incorporate the omnichannel, it's definitely the future way of doing business.



To learn more about how ConnexAI
is helping businesses to
overhaul their customer journeys

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