

Nomination: 18324

Credit Success | 2024 Asia Pacific Stevie Awards for Innovation in Customer Service Management, Planning & Practice | Financial Services Industries

Page: General Information
Name of Organization / Company Credit Success
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Web Site Address https://www.creditsuccess.com.au/ (https://www.creditsuccess.com.au/)
Page: Entry Information
Entry Title Credit Success 2024 Asia Pacific Stevie Awards for Innovation in Customer Service Management, Planning & Practice Financial Services Industries
Category J01 - J04 Award for Innovation in Customer Service > J02. Award for Innovation in Customer Service Management, Planning & Practice > Financial Services Industries
Submission Format An Essay of up to 625 Words

Essay

Our mission at Credit Success is to help everyday Australians live financially stress-free.

Led by our experienced and compassionate Director Kerry Sainsbury, we assist clients to not only correct their credit but also work on repairing and maintaining their credit scores long-term. With decades of lived experience in finance and credit repair, and a deeply empathetic and non-judgemental approach, we've helped thousands of people across Australia to realise financial freedom.

Since Credit Success was launched in August 2022, we've already enjoyed a 95% success rate in removing bad credit marks for clients, the majority of whom are referred by brokers.

We're committed to innovation in the credit repair space, and our innovative achievements since launch include:

1) As most of our leads come through brokers, we've developed a custom Pipedrive CRM that ensures the referring broker is always updated throughout the credit repair process while maintaining their connection to the client. Too often, the broker is not involved in this process, despite referring the lead.

In our system, the broker submits the lead through a referral link that ensures they receive automatic updates via the CRM. We've received numerous 5-star reviews from brokers, who rave about our system's efficiency and ease of use. Our next aspiration is to develop an API that links directly to brokers' own technology solutions/CRMs.

2) Another innovation is our focus on holistic education, as not enough Australians understand how credit scores work and what impacts them.

We use social media, primarily TikTok and Instagram, to educate in a fun, approachable way - for example, Kerry and her daughter answering questions in an 'ice dunk challenge'. We also run free seminars for Australian schools, universities and TAFEs to educate our younger generation on being financially savvy.

Our next innovation in this area will be a specialised podcast, set to launch in 2024, and an online course that's broken into modules that brokers can share with their client networks. This course will be a pioneer in the credit repair space, and has value across various demographics, from graduating students to retirees taking control of their finances.

Early 2024 saw Kerry presenting at Her Home Loan's 'Women & Property Seminar' in Sydney and (as a qualified Pilates instructor) co-hosting an 'Align & Elevate' mental health event supported by the FBAA. Our ultimate goal in this space is to break the cycle of financial illiteracy and help Australians build better futures.

3) Our commitment to exceptional customer service is itself an innovation, as we're steadily changing the perception of credit repair. The strength of our customer service begins with our team culture. With three team members in Queensland and one in the Philippines, we're all incredibly passionate and approachable.

Just as importantly, we never judge a client's circumstances, as each team member has navigated their own challenges in life. Further, a lot of our competitors will negotiate the removal of a default without actually paying the creditor back. We arrange a payment plan or offer a lump sum to have the default removed, ensuring that the creditor is left happy, as well as the client.

4) Looking ahead, Kerry is meeting with broker aggregators to discuss integrating a mandatory credit check on every file in their systems, which has the potential to be an industry game-changer.

Now that the credit repair industry is regulated by ASIC, we also want to help change processes within banks. It shouldn't just be brokers referring clients to credit repair companies - banks should also be looking out for their clients by suggesting credit repair. Through networking and relationship building, we're hopeful of implementing this change from the ground up.

We've also engaged a business coach who is working alongside Kerry on our national expansion beyond Queensland and future innovations.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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File 10

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