

Tutasa

CLIENT

Fintech

INDUSTRY

**Argentina
Mexico
Uruguay**

LOCATION

tutasa.com

WEBSITE

Omnichannel Experience in Financial Sector

TuTasa offers loans between people in a fast, easy and convenient way, without banks in between. This model benefits applicants with lower interest rates and investors with higher returns.

Since the beginning of their operations, they have relied on uContact for the Omnichannel management of their clients.

CHALLENGE



Allow the contact of investors and applicants through any means, reducing operating costs.

SOLUTION



Implementation of omnichannel uContact to have a 360 degree view of all interactions with the client.

RESULTS



Improvement in customer satisfaction through increased use of multiple channels.

Managing interactions in a unified way

TuTasa is a pioneer in conducting loans between peers, following the line of the new collaborative economy of companies such as Uber or Airbnb. TuTasa allows you to apply for a loan by receiving an immediate offer at the lowest interest rates, in what is called peer to peer lending. In words of *Diego Guidobono, COO of the company*

"TuTasa is a fintech and the intensive use of technology to automate process is crucial." Regarding the selection process, Diego adds *"The premise was to find a system that would allow us to have an omnichannel vision of the interactions with the clients and would also be flexible enough to integrate with our platform."*

"Looking back at the decision made in in perspective, we know that uContact will be our long-term technological partner as they are constantly incorporating new technologies and new communication channels."

Diego Guidobono - **COO Tutasa**

Managing interactions with a Unified Inbox

TuTasa made a big integration of uContact with its management system to achieve a comprehensive vision of all the client's activities, regardless of the point of contact. The company has grown steadily in recent years expanding its operations to Argentina and Mexico. Regarding the future, *Guidobono indicates that "looking back at the decision made in*

in perspective, we know that uContact will be our long-term technological partner as they are constantly incorporating new technologies and new communication channels.

To learn more about the solution presented in this success story, visit www.net2phone.com/CCaaS

"At net2phone, we believe that the only way to achieve true customer satisfaction is to make agent work simpler, more organized and enjoyable."

