

# Go Car Credit Drives Operational Excellence Through Genesys Workforce Engagement Innovation



## Overview

Partnering with Kerv, Go Car Credit successfully implemented Genesys Workforce Engagement Management, introducing automated scheduling, forecasting, analytics, and gamification.

Results include reduced administrative effort, improved adherence and reporting visibility, and better staffing decisions. Employees also benefit from fair workloads, more accurate scheduling, real-time feedback, and personalised coaching.



## Challenge

Go Car Credit has helped over 40,000 UK customers who may otherwise have struggled to acquire car finance from traditional lenders due to impaired or bad credit histories.

Success is built on excellent service and ensuring stress-free customer journeys with minimal paperwork and simple repayment plans. Those sensitive phone conversations are securely handled by 65 Genesys Cloud users, whether they are working in the company's contact centre in Warrington or remotely from home.

In accordance with regulatory obligations, such as Consumer Duty, the company must monitor journeys and ensure that customers receive adequate support throughout, whether that involves getting clear information quickly, protecting vulnerable customers, discussing payment difficulties, or raising complaints.



**“We have high contact rates as many of our customers are self-employed or may be on benefits or a low income,” explains Jennifer Burns, Head of Business Change at Go Car Credit. “Being a responsible lender places even greater importance on making sure we are correctly staffed with the right people and skill sets, in the right place, at the right time.”**

### Jennifer Burns

Head of Business Change  
Go Car Credit

Previously, that wasn't always the case. Work schedules had to be manually added to a shared spreadsheet, taking considerable time and effort. Similarly, a separate spreadsheet was created every morning to record breaks and lunches. Consequently, agents would often forget when they were due to go off queue. Holiday and sick leave was another management headache.

This situation was further compounded by a lack of visibility into adherence rates and other real-time CX and productivity-tracking KPIs.



## Solution

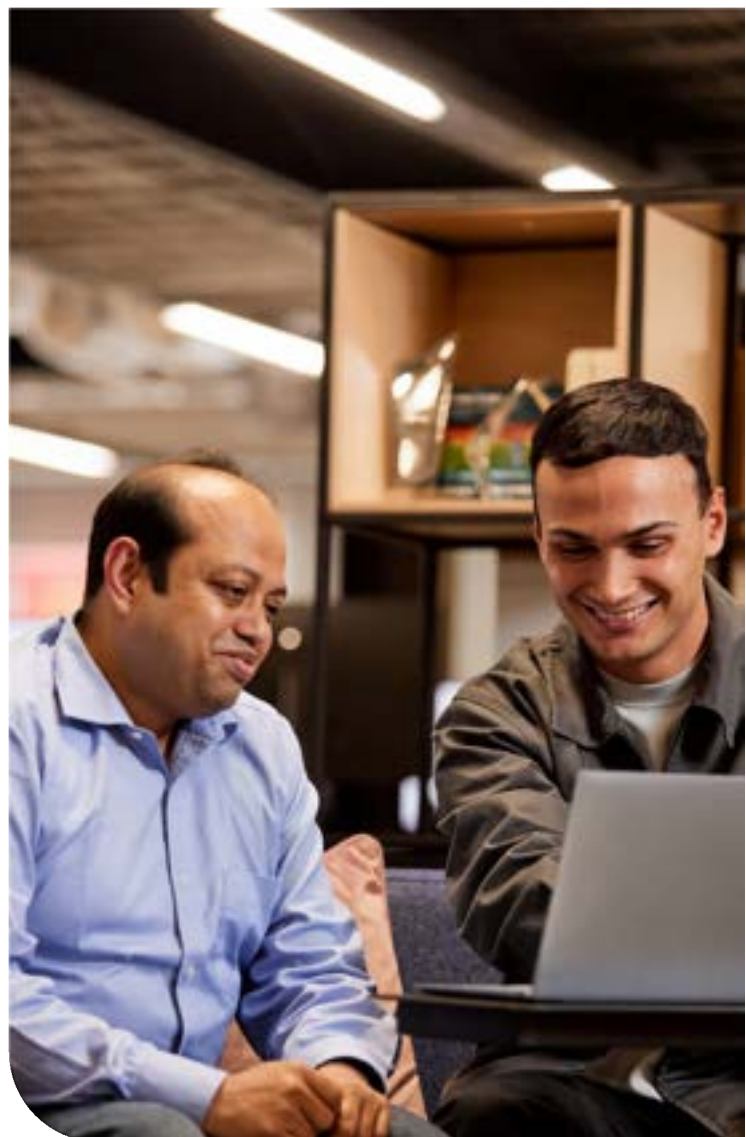
Before engaging with Kerv, Go Car Credit was previously contracted with another managed service provider for Genesys Cloud maintenance and technical support. The company was licensed and paying for Genesys Workforce Engagement Management (WEM) but had tried unsuccessfully to get it to work.

Jennifer decided it was time for a more strategic approach. "There was a lot of scepticism internally," she recalls. "We never really understood how to go about deploying Genesys WEM or where it could deliver the biggest benefits. Fortunately, Kerv has experts who do and they were only too willing to invest time sharing their knowledge and getting us up the learning curve."

Tapping into Kerv CX Consultancy Services, Jennifer and her colleagues arranged a 'build-as-you-learn' onsite workshop focused specifically around the workforce management, gamification, and quality management capabilities of Genesys.

Supported by Kerv WEM specialists, they explored the art of the possible, from 'what if' scenarios and schedule methods like work plan bidding to capacity analysis using intraday and real-time views, AI forecasting, and quality scoring.

Other learning outcomes included how wider Genesys features, such as proficiency, work teams, and performance dashboards, could further enhance WEM, resulting in better coaching, collaboration, and responsiveness.



**"We all took turns driving the build. Kerv shared best practice and highlighted common pitfalls and gotchas to future-proof our rollout, which we completed in two weeks."**

**Dan O'Brien**

IT Support Engineer  
Go Car Credit

## Results

Go Car Credit is receiving greater value from its Genesys Cloud investment by combining workforce planning, performance management, quality monitoring, analytics, and employee development into one AI-driven platform.

“Genesys WEM has reduced manual effort and is a great time saver for our supervisors and planners,” says Sonya Schofield, Head of Customer Care at Go Car Credit. “And we can do lots of new things, such as automated scheduling and forecasting, shift trades, and gamification.”

Crucially, unlike before, the company can closely monitor the key metrics that determine customer satisfaction and ensure smooth journeys.

**“We have so much more reporting data. We’re still working on adherence rates but have already seen an increase. Using Genesys scheduling encourages our agents to adopt other features, such as checking their average handle time as well.”**

**Sonya Schofield**  
Head of Customer Care  
Go Car Credit



-  **Better reporting and control of CX-impacting KPIs.**
-  **Increased adherence rates, improving customer journeys.**
-  **Robust six-week staffing schedules produced in minutes.**
-  **AI roadmap for gamification, analytics, and other future innovations.**

Managers use Genesys WEM to create shift rotations up to six weeks in advance, in a fraction of the time it used to take. Those AI-generated plans are more accurate and robust, with factors such as training, holidays, and medical appointments automatically built in.

Employee experience has also improved. Agents enjoy fair and predictable workloads, self-service shift swaps and time-off requests, real-time feedback, and personalised coaching, enhancing their job satisfaction and wellbeing.

Gamification tools are turning everyday tasks and performance goals into fun competitions and engaging experiences that make routine work feel more rewarding and interactive.

There is still plenty of scope for CX innovation. Future opportunities include measuring empathy levels exhibited by agents and leveraging Genesys speech analytics to identify potentially vulnerable callers, ensuring they are treated fairly and that interactions are made as easy as possible.





## Final Word

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**Jennifer Burns**  
Head of Business Change  
Go Car Credit



### Get in touch with us

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