

Deepak Nandwani NewDay
Megan Neale Limitless Technology

GIG ECONOMY

New Day

Our goal is to help our customers be better with credit by providing products that responsibly meet their needs

**Leading UK consumer
finance provider
5.4m customer accounts**

Own-Brand
*Customers who need a second
chance with credit*

Co-Brands
*Customers of high street
retailers*

New Day



Problem

Wide range of complex products

Customers in various stages of debt

Difficult to replicate all the life stages

Things can look ok internally

But customers' experiences can be very different in real life

Resulting in inconsistent CX & unplanned costs or delays when launching new products & features

Solution

**Gig Customer Experience
Testing Programme**

LIMITLESS 



CrowdService[®]
platform that builds
crowds, manages quality
& pays per task

Customer
Service

Internal
Feedback

Sales



How it works



Invite selected customers



Customers apply & qualify



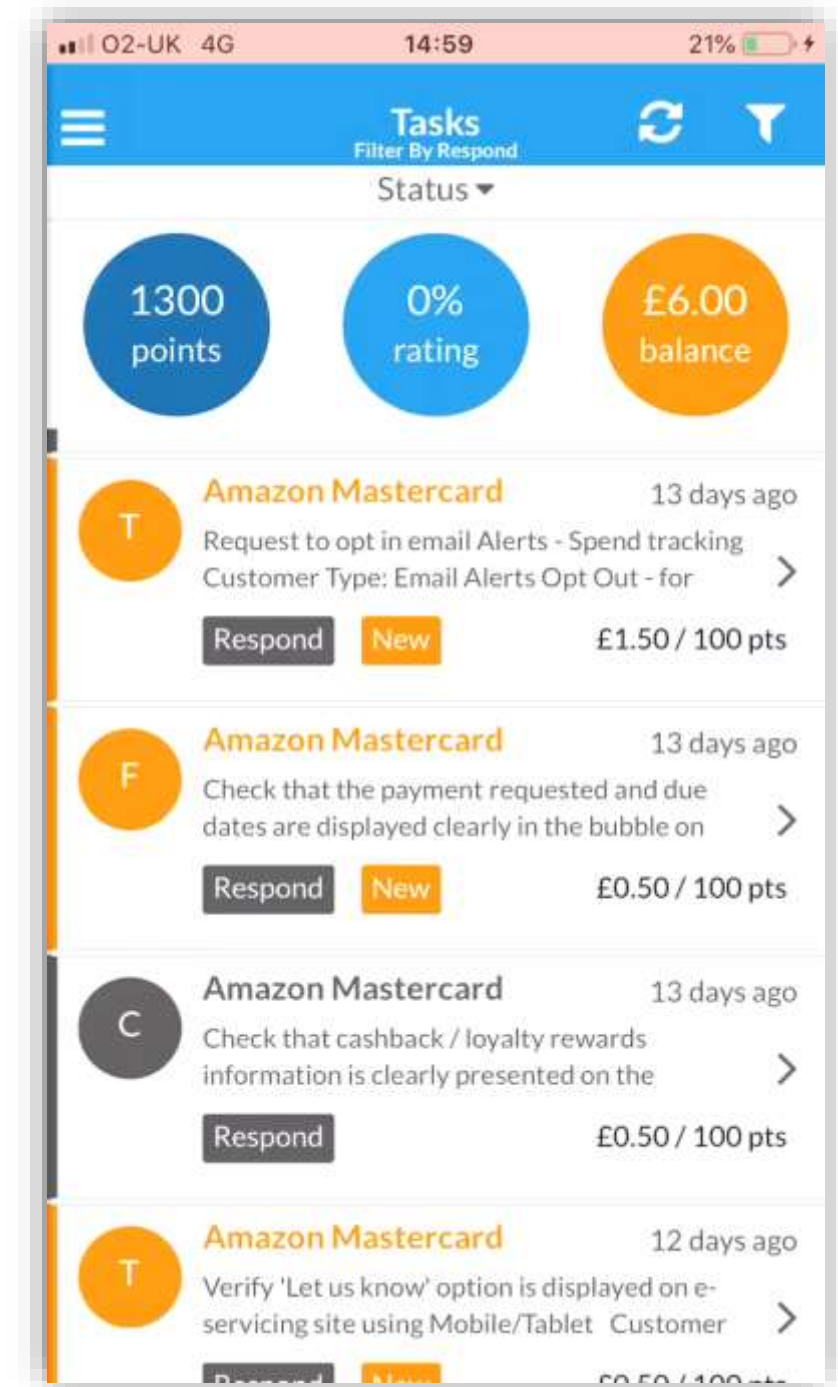
Distribute 'paid' tasks



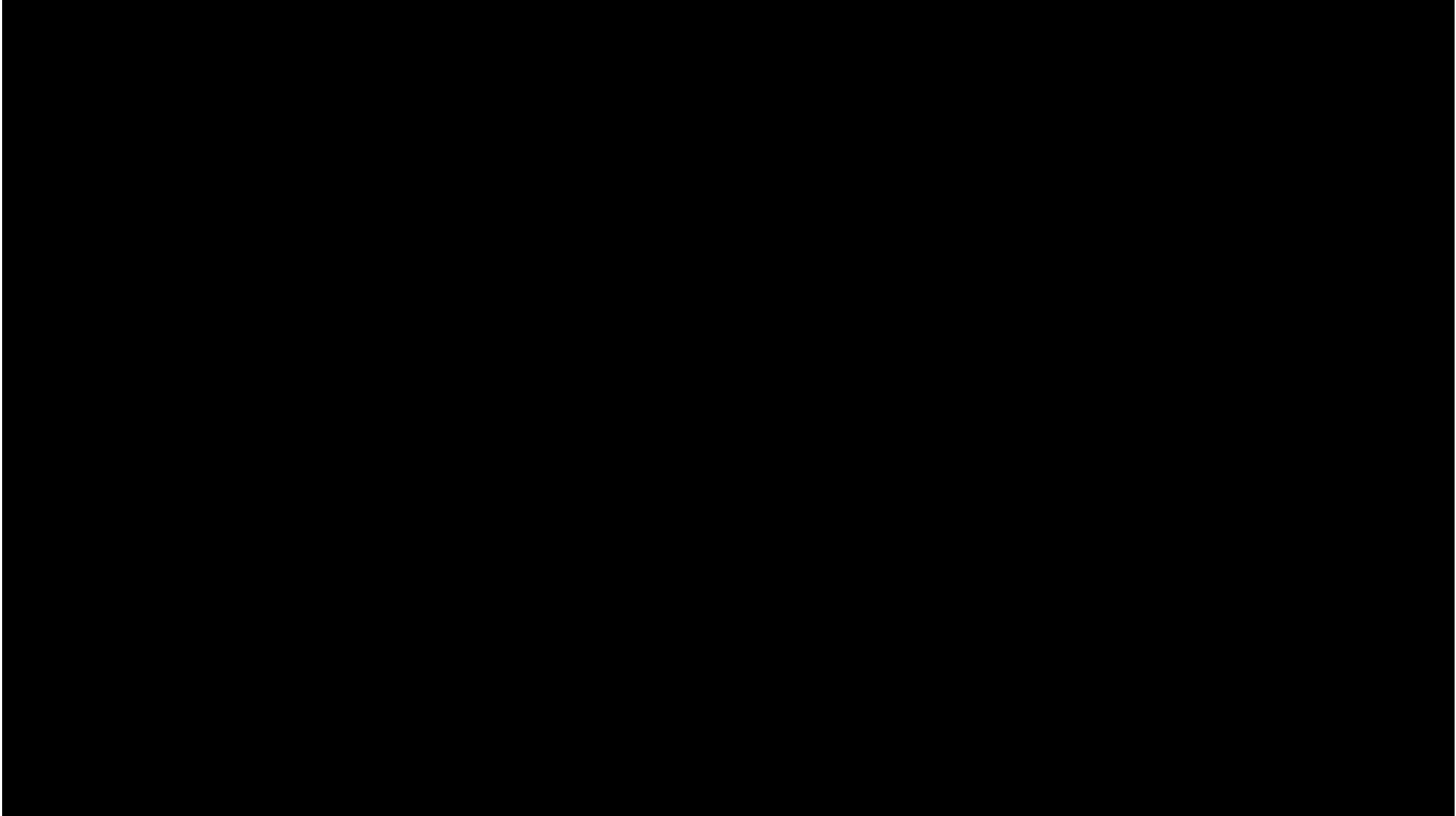
Customers complete tasks



Share insight with business



The impact



So what's next?

Use CrowdService[®] to help build
effortless CX

across all touchpoints

Marketing

Technology

Collections

AI = **effortless** *adj.* A go
look *effortless*: eas
ilc. smooth, gracef

≠ not all AI is equal ≠

Suggesting

Classifying

Routing

Personalising

Rewarding

Protecting

New Day

LIMITLESS



To learn more, get in touch anytime:

Megan@belimitless.io

Deepak.Nandwani@newday.co.uk