

## Confero Call Centres partners with Laps IT

**London, February 2010** – Confero's specialist financial services call centre has partnered with Laps IT to provide an end-to-end call centre and software solution for Payday Lenders.

Confero ([www.confero.co.uk](http://www.confero.co.uk)) has already implemented the Laps IT software ([www.laps-it.com](http://www.laps-it.com)) in its Wembley call centre for a leading US Payday Lender. Agents and management are trained and are using the system to manage loan applications, credit scoring, employer calls, customer communication, loan processing and credit control.

David Freedman, Managing Director of Confero, is delighted with the partnership. "Having worked with a number of UK payday lenders, Confero was keen to build on its expertise by providing a one-stop shop for new and existing clients. US payday businesses setting up operations in the UK are particularly keen on a credible and speedy solution – the partnership with Laps IT allows new entrants to be fully up and running within a matter of weeks."

The blended call centre and software solution is proving attractive to the marketplace with many others currently evaluating the proposition and expecting to go live in Q2, 2010.

David Wylie, Sales Director at Laps IT adds, "The LAPS product has been quickly establishing a leading position in the Payday software sector and this partnership with Confero adds an important new dimension to our product offering. Having assessed several specialist UK call centres to work with, we found the payday knowledge and experience within Confero to be exceptional. As well as an excellent stand alone product, we can now also offer a complete outsourced solution "

### **About Confero**

Confero is one of the leading providers of call centre and contact centre services in the UK.

The business specialises in providing skilled customer service and sales agents to the financial services sector and has years of experience in the sub-prime sector, including payday lending, loans, mortgages, IVA and debt management. Confero is authorised and regulated by the FSA

(Financial Services Authority), giving clients the security that their data and confidentiality will not be compromised.

Clients are serviced from headquarters in Wembley, overlooking the new Wembley Stadium and close to London. Confero provides a unique blend of live dedicated and bureau agents to manage flexible demands in a cost effective manner, 7 days a week.

In addition, Confero provides hosted faster payments software (negating the requirement to implement costly bespoke software), serviced office space close to London, and company formation and specialist tax / accountancy services for payday lenders.

For more information on Confero, please visit the company's web site at [www.confero.co.uk](http://www.confero.co.uk)

---

### **About LAPS-IT**

Development of the LAPS payday LMS began in 2008 and was launched in the second half of 2009. Unlike most other LMS providers in the UK, LAPS was designed exclusively with the online payday lending market in mind and without compromise. Although we believe we have the best product currently available, we continue to develop enhancements so that our clients can be confident of remaining ahead of the technology game. LAPS is used by customers both here in the UK and also Australia, and we are regularly handle implementation and enquiries from U.S. lenders aiming to enter both of those markets. The LAPS product is offered in addition to optional call centre and project management resources available by negotiation. Our offices are located within the landmark IBM HQ building at North Harbour, Portsmouth. See [www.laps\\_it.com](http://www.laps_it.com)

---