

# CASE STUDY

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SEAMLESS END-TO-END CUSTOMER CARE SOLUTIONS  
FOR A LEADING CREDIT CARD COMPANY

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## ABOUT THE CLIENT

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The client, a leading credit card company in the US is an information and technology driven provider, direct marketer of branded credit cards and related fee-based products and services including credit life insurance, card registration, telecommunications products and more.

Allsec has been the primary vendor in customer acquisition for the client since 2004. By the end of 2005, results had surpassed targets and the portfolio grew manifold. More than 800 FTEs were mapped to this project, and the client remains one of our largest customer acquisition programs.

# PROGRAM HIGHLIGHTS

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A stiff target was set at .40 SPH (sales per hour) but we consistently achieved more than double the target. When the clients raised the bar to .80 SPH, we were ready for the challenge. By introducing on the floor training and coaching, we were also able to increase the performance of our average staff by 50%, resulting in sales over and above the new target of .80 SPH.

The clients were extremely satisfied with the results. So much so, that the partnership evolved to include collections and customer care too. Allsec currently handles the entire Customer Lifecycle Management for this client.



BESIDES RECRUITING  
THE RIGHT TALENT  
AND SIMPLY TRAINING  
THEM IN CUSTOMER  
SERVICE, WE ALSO  
CONSIDERABLY  
IMPROVED THEIR  
PROCESS SKILLS.

## SERVICE SKILLS

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- Contact center and service concepts
- Accent and cross culture training with special emphasis on vendor-focused training areas
- Written communication
- Teamwork and team building
- Industry training
- Customer service skills

## PROCESS SKILLS

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Product and vertical overview  
Client applications and technology training  
Policies and procedure training  
Standard operating procedures  
Escalation management  
Change and knowledge management tools

# BY THE NUMBERS

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- Program scaled-up to 150 in capacity within first month of operations
- Entire customer care solutions shifted to India
- New service opportunities due to consistent delivery of qualitative performance
- Allsec achieved bonus revenue of 2.5% for achieving greater than 95% in a matter of months
- Email process was launched successfully
- VOC survey campaign's 4th phase was launched with revised set of questions and targets
- We achieved 90.20% staffing in spite of manpower constraints due to regulatory issues
- Customer support floor coaches completed BA training at client location in Atlanta
- New ancillary process training commenced and the project was launched successfully within three months

Allsec is a publicly traded Carlyle portfolio company with extensive AML Outsourcing experience. Our workforce of 3000+ employees across centers in US, India and Philippines service some of the largest companies in the world, across various industries and verticals.

For more information visit our website at [www.allsectech.com](http://www.allsectech.com) or email us at [info@allsectech.com](mailto:info@allsectech.com)

