

## TSD GLOBAL JUMP STARTS CREDIT CARD ACQUISITION PROGRAM FOR MAJOR U.S. BANK

### Credit Card Acquisition

Acquiring new credit card customers in an extremely competitive market is a difficult task for banks. Even after customers are attained, they may be expensive to maintain, making successful acquisition campaigns central to a card issuer's business. You must use innovative strategy to run a cost-effective credit card acquisition plan.

### Large Footprint United States Bank

Operating in over 1,000 locations in the United States, this leading bank is one of the country's largest franchises and is one of the nation's top ten banks. The banking giant provides home loans, credit cards, auto loans, banking, and business services to millions of customers ranging from average consumers to commercial clients. This Fortune 500 Company led the way in marketing the credit card and continues to be at the forefront of the credit card industry.

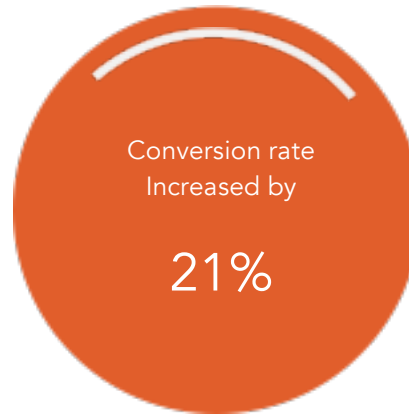


### The Acquisition Challenge

This leading U.S. bank needed to create an effective long-term solution for their acquisitions program. TSD Global believes "quantity over quality" is a fatal flaw in an acquisitions plan as customers may be easily obtained, but unprofitable to maintain in the long run. The internal team was not particularly specialized in the areas of sales and customer service-training that is highly effective in acquisition and retention. Not only did the bank need a partner who could provide a team with this particular skill set, they also needed a team that provided strict compliancy and a method for measuring key metrics.

### TSD Global Services Solution

The plan to improve the bank's credit card acquisition and support was an inbound/outbound program requiring 100% compliancy and complete script adherence. The customer acquisition program for new credit card customers involved an array of customer service functions, which required TSD team members to demonstrate their knowledge on a variety of card products, customer retention strategies, and effective up-sell and cross-sell tactics. Operations Sales Coaches and the Quality Assurance team conducted regular calibration sessions with the U.S. bank to ensure all regulatory issues were being strictly adhered to, eliminating any liability to the bank. Key Performance Indicators-namely Conversion Rate, Script Adherence, Compliance, and Service Levels-gauged the program's progress and TSD's performance.



## Key SLA Statistics

▪ Number of agents trained on the program	244
▪ Hours of Operation	8-10pm CST, Monday - Sunday
▪ Shared or Dedicated Operating Environment	Dedicated
▪ Service Level (% of calls answered in 20 seconds)	95%
▪ Abandonment Rate	2.11%
▪ Average Speed of Answer	21.45 seconds
▪ Average Queue Length	14 seconds
▪ Average Number of Calls Offered in a week	31,300
▪ Average Number of Calls Handled in a week	29,600
▪ Average Agent Talk Time	8.49 minutes
▪ Average Agent Call Handling Time	9.12 minutes
▪ Average Positions Staffed	165/day (based on call volume)

## The Excellent Results

TSD Global has partnered with this leading bank for many years. During the period of this study, TSD Global ranked as the highest performing partner out of 6 BPO firms. In all areas of the program, TSD exceeded the bank's expectations.

The Key Performance Indicators were above and beyond what was expected and projected. Call compliance measurements were consistently achieved every month and were 103% of objective. Conversion rate increased 14% above the program's goal. Script adherence performed at 102% of the 95% objective, exceeding the bank's goal for every month of the study.

These results are a reflection of TSD's investment in people, technology, quality assurance, and data analysis. Their highly effective performance management and agent coaching practices are utilized to exceed client expectations without fail. The implementation of proprietary methods to drive process improvements have also been a key factor in the results achieved for the duration of the acquisitions and support program.