

CREDIT CARD ISSUER INCREASES PREMIUM CARDS SALES WITH ON-DEMAND ANALYTICS

MULTINATIONAL COMPANY PITCHES THE BEST CARD TO EACH CALLER

A major multinational credit card issuer sought to **improve sales of its gold and platinum cards to new customers**. Rather than increasing advertising spend, the company aimed to make its existing budget work harder by **routing and handling inbound calls with added intelligence**.

Previously, the card issuer used different 800-numbers to determine how its call center handled inbound inquiries. For example, when an interested prospect called the 800-number in a print ad for the company's gold card, the answering agent would pitch the gold card. Agents treated all callers to a given 800-number the same, regardless of their potential value and regardless of whether the card associated with the dialed 800-number was the most appropriate. The company knew it was leaving a lot of revenue on the table since credit card holders tend to spend more with cards that have more tailored incentives.

The Challenge

Multinational credit card issuer sought to increase sales of its gold and platinum cards through smarter handling of inbound calls.

The Solution

On-Demand Lead Scoring from TARGUSinfo

The Result

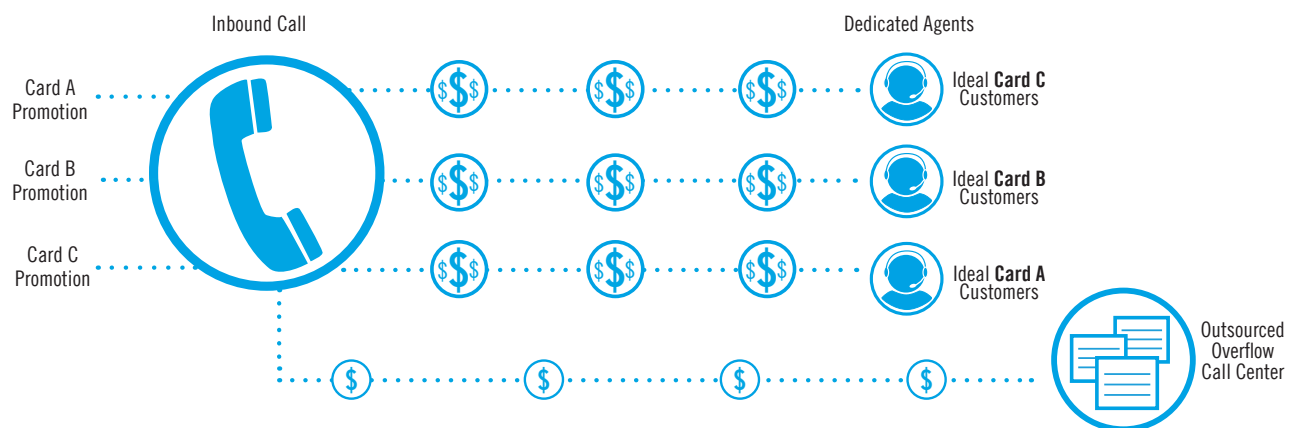
Higher conversion rates and increased revenue through increased call center productivity.

For instance, if its agents could know that a caller was a big spender, they would promote the platinum card with incentives for larger expenditures — ultimately providing greater revenue opportunity for the card issuer and perks for the prospective client.

Tapping into TARGUSinfo's unique expertise in real-time analytics and unmatched coverage of consumer data, the card issuer **revolutionized its lead management process. Now it instantly scores incoming calls to prioritize and route them to the optimal agent and to create a customized experience for each caller.**

Incoming calls are instantly scored before agents pick up the phone, matching callers with one of the company's six cards. Scores also alert the call center to high-value leads — those who are more likely to apply, be approved, request supplemental cards or spend more in their first year. High-value callers are immediately routed to dedicated agents who deliver higher conversion rates — **eliminating wait times, improving service quality and boosting acquisition.** Less-qualified callers no longer waste the valuable time of the card issuer's dedicated agents and are routed to an outsourced overflow call center.

The sales agents begin each call with a huge head start: As each lead arrives, they already have their associated contact information and know which of the company's six cards to pitch, regardless of which offer motivated the call.



With real-time analytics from TARGUSinfo, the card issuer is able to instantly determine which callers are best suited to each card type, regardless of the offer that generated the call.

The card issuer is now able to offer a personal, attentive customer experience and has increased its application volume, approval rate, supplemental card volume and first year card member spend. The result is **higher conversion rates and higher revenue with the same, but more productive, staff.**