

Credit Card Growth Case Study

GOALS:

- Rapidly take over Credit Card servicing from a legacy partner to take advantage of optimized servicing platform with AI to improve service levels, boost engagement and increase growth via new customer acquisition streams.
- 45 days post-launch: Support new credit card product launch

METHOD:

- Effectively and quickly onboard accounts
- Recruit and train dedicated team to manage all facets of program:
 - Cardholder Service
 - Account Management
 - New Account Acquisition
- Utilize AI to model targeting data and communication streams for maximum results
- Activate outbound sales campaigns to acquire new cardholders
- Significantly reduce costs through exclusive use of nearshore resources



RESULTS:

- **6 week conversion**
- **900% increase** in outbound collections from May to September
- **34% improvement** in service level ratings/call quality
- **Average speed of answer: 1 second**