

Private Label Credit Cards complete solutions



The extremely competitive market for Private Label Credit Cards is undergoing a sweeping transformation with a shift in the control of card portfolios. Companies are giving up in-house control, and unloading their private-label programs on third-party issuers and support service providers. So, renounce your overhead costs and enjoy HCL's wing-to-wing service offerings - from Customer Acquisition to Business Analytics, from Campaign Design till Revenue Enhancements. HCL thus enables you to better focus on core businesses, explore ways to attract cardholders, and experiment with more ambitious reward and loyalty programs that would increase your bottom-line.

HCL BPO ranks 3rd globally in the industry for collections process and operational efficiency

Are these your nightmares?

- *Exorbitant administration and support expenditure*
- *Stiff competition in offering such programs at competitive rates*
- *Shrinking margin levels*
- *Hard task with Accounts Receivable*
- *Uneven cash flow during recessionary trend*

"As global consumer spending increases marginally, companies draft innovative ways to increase their market share."

Better Quality. Better Service

HCL believes in customized services and does not believe in "one size fits all" approach.

The market is dynamic. Stay ahead of your competitors by making the right decision. HCL's solution will ensure that you keep pace with multi-customer requirements and enable you to remain strong and flexible. HCL provides tailor-made solutions to suit your business needs. With HCL's end-to-end service offerings, you can rapidly reduce your costs and improve your operational efficiency - at a service level that you and your customers will appreciate.

Service Offerings

HCL has hands-on experience and expertise in providing the entire spectrum of Private Label Credit Card support services to Fortune 500 customers. HCL has wherewithal to offer wing-to-wings services for your Private Label programs.

Customer Acquisition	Customer Retention	Customer Service	Billing and Dispute	Collection Services	Business Analytics
<ul style="list-style-type: none"> • Campaign Design • Inbound/ Outbound Sales Support • Lead Generation • Cross/ Up Sell • Application Handling 	<ul style="list-style-type: none"> • Activation Calls • Loyalty Program Management • Balance Transfers • Customer Feedback Management 	<ul style="list-style-type: none"> • Account Enquiries • Product Queries • Service Requests • Lost Card Reporting • Payment Posting and Reconciliation 	<ul style="list-style-type: none"> • Billing to Business and Consumers • Dispute Investigation • Issue Duplicate Statements • Changes in Billing Cycle • Fee Reversals 	<ul style="list-style-type: none"> • Credit Management • Early Stage Reminder Service • NSF Check Processing • Skip Tracing • Late Stage Collection Services 	<ul style="list-style-type: none"> • Credit Scoring Analysis • Risk Assessment and Management • Limit Reorganization • Loyalty Pattern • Revenue Enhancements

Expertise that Gives You the Edge

Every business strives to maximize revenue, boost cash flow and attain optimum productivity levels. HCL understands that your business has unique requirements and strives to provide the necessary support to help you lead the race.

- 500+ resources in PLCC customer and collection support services
- Multi-lingual support for global customer base
- Partnership with leading technology companies – JDA, Microsoft, Oracle & SAP
- Integrated services – CRM consulting, implementation and support
- Robust and dynamic knowledge management system developed in-house
- Consulting-led service delivery
- Business metrics driven approach
- Ensure seamless relationship between outsourced and retained process staff
- Investment in delivery platforms for enhanced performance management and workflow mechanism

Advantages for Outsourcing

While HCL brings you the advantages of superior service delivery and increased operational efficiency, it also will work with you to develop astute strategic initiatives to result in increased customer satisfaction.

- **Proven point of service evaluation techniques**
- **Internationally recognized, best practices in Collection Services**
- **Flexibility that allows you to manage those aspects of the programs that you wish to retain, while providing the option to outsource other functions**
- **Ample time for strategic initiatives**
- **Satisfied customers and a quality rich database of customer buying behavior**

Case Study

Client Background: US based Fortune 100 Retail Conglomerate

Drivers for Outsourcing

With a dynamic and competitive PLCC market, the Client was faced with the challenge of providing exciting PLCC programs to its customers while maintaining costs and operational efficiency. HCL BPO proved the Client the costs and operational benefits it would stand to gain by outsourcing its PLCC:

- Improve customer satisfaction scores by 500 basis points
- Trim operational expenses and deliver measurable quality improvements
- Rapid scale-up during the holiday season
- Manage customer loyalty in an increasingly competitive industry
- Reduce customer management costs

HCL Solution

HCL's hands-on experience in the Private Label Card business helped the Client reduce their administrative costs. HCL's in-depth understanding of the Client's business and value adds at all levels of engagement in the process helped to set the industry benchmarks. HCL provided solutions for key aspects like:

- Private Label Credit Card (PLCC) customer service
- PLCC collections
- Billing adjustments
- Dispute resolution
- email credit customer service
- e-Commerce support and many more.....

Benefits

- Annual cost savings in excess of USD 5 million across all processes
- Six million credit customer service calls and over five million collections calls handled at HCL in 2007
- Consistently delivering quality metrics of above 98% against Client's present target of 96% to drive up customer satisfaction scores
- Achieved ramp-up performance metric targets during the holiday season with 40% extra resources
- Consistently outperforming service level agreements to reduce cost per call by over 50%

About HCL

HCL BPO Services is a division of HCL Technologies Limited, a Global Technology and IT Company. HCL as a group is a 31-year-old enterprise, with USD 4.8 billion revenue and 55,000 professionals who operate out of 18 countries.

HCL BPO is one of the early players of Business Process Outsourcing. With 40 customers (14 Fortune 500/ 11 Fortune Global 500), 150+ processes and 13,200+ professionals operating out of India and Northern Ireland, HCL BPO has strong domain knowledge and runs quality driven processes. HCL BPO Services ranks 3rd in Highest Satisfaction for Business Process Outsourcing by the Black Book of Outsourcing, 2007. HCL BPO Services is the largest BPO service provider in Northern Ireland and ranks 2nd in the Global Peer Group of BPO Service Providers.

Give your company the advantages of HCL's PLCC solutions.

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