

## Unload your Private Label Credit Card Support Services



### ▶▶ Revamp PLCC Customer Service

Retailers are counting store credit cards as one of their strategic assets. Research confirms that private-label card customers are more likely to read circulars, visit store, make purchases twice as often as bankcard or cash customer, make impulse purchases and buy expensive SKUs. Understanding the market dynamics, a growing number of retailers are turning to private-label programs to kindle sales by giving consumers additional buying power. The PLCC market has seen a near total shift in the control of card portfolios in a short time with very few exceptions. It is high time you give up on in-house control and unload your private-label programs to third-party issuers and support service providers.

### ▶▶ Challenges & Opportunities

#### Challenges

- With saturation of direct marketing channels, you have to focus on PLCC initiatives to build consumer loyalty and increase sales and profitability
- Exorbitant administration and support expenditure throughout the program lifecycle
- Consumer loyalty demands more than a strong brand and low-pricing strategy

#### Opportunities

- Credit customer service plays an important role in improving the shopping experience at your stores through redesign of the customer service operations, streamlining the POS process and enhancing monthly account statements

### ▶▶ HCL Solution

HCL has experience and expertise in providing the entire spectrum of private label credit card support services to leading US based retailers. HCL's private label credit card solutions are aimed at retailers like you who want to focus on core businesses and experiment with more ambitious reward and loyalty programs.

### Service Offerings

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

## HCL Advantage

- 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

### Business Benefits

- Proven point-of-service evaluation techniques for measuring end-customer satisfaction
- Decision support services to increase the level of understanding and tracking customer profitability and customer behavior

## Case Study

### Client Background: US based Leading Department Store

The Client is one of the nation's premier retailers; with fiscal 2006 sales of USD 27 bn. The Company operates more than 850 department stores in 45 states. Every year, the company receives more than 50 million calls from its customers.

### Drivers for Outsourcing

- 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

- Private Label Credit Card (PLCC) credit customer service
- PLCC collections
- Billing adjustments
- Dispute resolution
- Email credit customer service
- e-Commerce support

### Benefits

- Annual cost savings in excess of USD 5 million across all processes
- Six million credit customer service calls and over six 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 Technologies, with \$ 4.8 bn revenue and 55,000 professionals operating in 18 countries, is one of India's leading global IT services companies providing software-led IT solutions, remote infrastructure management and BPO services. HCL's BPO division provides customers with world class offshoring, business process migration, project management and technology strengths. HCL provides solutions across select verticals like Retail & Consumer, Banking & Financial Services, Insurance, Hi-Tech & Manufacturing, Telecom, and Media & Entertainment (M&E). HCL BPO ranks 3rd globally for Highest Client Satisfaction as per Black Book of Outsourcing, 2007.

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

To schedule a meeting or to set up a pilot, call our PLCC Experts at

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or email to:

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