

Prepaid Dialogue – Case Study

“Superior Loyalty Deserves Superior Customer Service”

The Problem:

As businesses face a downturn in the economy, they are realizing the importance of one-to-one marketing and are seeing extreme value in customer loyalty programs. Complementing these loyalty programs are prepaid branded gift cards that can be given or rewarded to loyal customers for their devoted patronage. For this reason, a well-known provider of branded debit cards was faced with explosive growth, and had a hard time maintaining service levels while supporting their customers 24/7. They needed a solution that would allow them to expand their sales and customer service channels without having to take on a lot of capital expenditures to salvage their high gross margin.

The debit card provider was looking specifically for a nimble call center partner who possessed the operational know-how and security requirements needed to service their financial company.

The Solution:

In no time they found Prepaid Dialogue, who became the debit card provider’s long-term strategic partner. We are dedicated to protecting our client’s data and networking systems, which is why we are SAS 70 type II and ISO 9000 certified. Our certifications made implementing debit card security procedures simple.

We made it our objective to develop quality training and operational processes that streamlined our client’s businesses requirements. We worked alongside their internal call center operations to ensure proper load balance and workforce management. Furthermore, we implemented a knowledge base that allowed our agents real-time access to script changes that were made by our client increasing efficiency.

Our US based call center was able to provide multiple cardholder support services **24 hours a day, 7 days a week** to our client’s loyal customers:

- Cardholder inquiries
- Lost/stolen card reporting
- Address changes
- Funding questions
- Balance inquiries
- Transaction disputes

The Results:

With Prepaid Dialogue as a partner, our client was able to:

- Reduce call handle time by 30%
- Reduce average speed of answer to below 17 seconds
- Maintain service level requirements by their customers
- Increase client satisfaction and improved results



For more information call **800.523.5867** ext. **7480**, or visit **www.Dialogue-Marketing.com**