



CASE STUDY

Global Financial Services Provider Opens Credit Card
Centre of Excellence in Jamaica with Advantage
Communications



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A GLOBAL LEADER IN FINANCIAL SERVICES

FINANCIAL SERVICES INDUSTRY

- International financial services group
- Incomparable reputation of financial stability

GOALS

- Outsource quickly with uninterrupted service
- Maximize value of acquired credit card program
- Establish Credit Card Centre of Excellence and create meaningful jobs

APPROACH

- Provide in-depth consultation and strategy for Recruitment, Training, Scripting and Program Design
- Have dedicated team of experts nurturing the Jamaica facility ensuring knowledge transfer and brand alignment
- Develop new Training Academy and Coaching Programs to achieve optimal quality of service

RESULTS

- New record-high customer experience surveys
- Improved program efficiency and effectiveness
- Facility won ACI's Presidents Cup for outstanding performance

INHERITING A NEW LINE OF BUSINESS

This global leader in financial services has a proud history dating back to 1840. They are known for their excellent financial performance over the years and commitment to improving the lives of the people in the communities in which they operate. The company had acquired a financial institution and, as a result, inherited a credit card program with existing cardholders.



Among the numerous options for outsourced contact centre companies already well-established in Jamaica, it was Advantage Communications (ACI) that they chose to trust as their partner in building their Credit Card Centre of Excellence and creating meaningful jobs in their community.

SWIFT ENGAGEMENT AND HIGH-LEVEL EXPERTISE

The company operates with financial prudence and needed an outsourcing partner who would deliver smarter, more efficient solutions for their program. Advantage Communications leads the pack in efficiency. Their Senior Leadership team has a considerable level of expertise in business process outsourcing, with a combined total of 140 years experience providing solutions for institutions such as Apple, American Express, Virgin Mobile, Western Union and Royal Bank of Canada.



The company first partnered with ACI to handle credit card activations to support this new line of acquired business. It was important for them to open quickly, recruiting and training the right talent who could represent their brand while leveraging the knowledge and expertise of Advantage Communications headquartered in Atlantic Canada.

Advantage Communications launched a cost-effective, scalable credit card program for the company in Kingston, Jamaica in only 47 days.

The second order of business was to incite growth in the credit card program through marketing initiatives. They needed a dedicated credit card support team and set out to

A STRATEGY FOR EXCELLENCE

The company consulted with Advantage Communications' team of in-house experts to create the Centre of Excellence that would grow their credit card program. With an extensive background in banking and finance BPO, ACI's Senior Leadership team made sure the right agents were hired for the centre and that they were developed effectively through a specialized Training Academy.

ACI assessed existing training material and identified gaps that would need to be filled in order to meet the credit card program objectives. They received new, fully customized training material and coaching programs to develop a winning team.

WORLD-CLASS BRAND ALIGNMENT

The result was a cost-effective, scalable credit card program with a high-degree of brand integration. The Centre of Excellence is a reflection of the company's true colours, painted red as an extension of the brand.

The agent team today boasts a total of 76 years of collective contact centre experience. That's an average of 3.5 years. Advantage was able to bring together an impressive leadership team and agents due to its very competitive model for employees and commitment to be being the best-in-class employer in the Caribbean.

With only a 4-hour travel-time between ACI headquarters and the company's facility, ACI Senior Leadership and Shareholders have nurtured the site from day one. Senior Management is in-tune and in touch.



Advantage Communications' method of operating ensures the continuous transfer of knowledge and endorsement of corporate values, allowing the company to focus on their greater responsibility of providing world-class products and services to customers, while generating excellent returns to shareholders.

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