

Activating Credit Cards With Direct Connect Feature

The Business Challenge:

A leading financial institution wanted to contact thousands of its new cardholders and offer them an easy way to activate their credit/debit cards.

Previously, the company's call center was responsible for contacting new cardholders, but this method was too costly and decreased agent productivity.

The SoundBite Solution

Using SoundBite's OnDemand Customer Communications™ Platform, the company sent Interactive Voice Messages (IVMs) to its new cardholders over a four-day period. And to optimize the live penetration rate, these messages were scheduled for delivery based on the company's and SoundBite's best practices. Spreading the calls out over four days and scheduling them for delivery at different times of the day increased the chances of reaching a live person. If a SoundBite failed to reach a live person on the final attempt, a message was left on the person's answering machine requesting them to call a toll-free number.

When an IVM was answered by a live person, the recipient was asked to enter the last four digits of their social security number. Upon verification, the cardholder was given the option to Direct Connect to a customer service representative who could activate their card. Additionally, the message included a hold function where the recipient could put the call on hold while the correct person was located.

The Results

- Over 23% of recipients activated their cards
- Increased right party contacts
- 1/3rd the cost of previous methods
- Created secure method for activating credit cards
- Achieved over 89% penetration rate
- Generated results in 4 days versus previous live calling that took 18 days

About SoundBite Communications, Inc.

SoundBite enables your business to deliver personalized, interactive voice messages to millions of customers. With SoundBite, you can reach your customers with timely, personalized communications and empower them to respond immediately with our leading interactive voice response capabilities or opt-in to be connected directly to a live agent.

- SoundBite is used today by hundreds of Global 2000 companies to dramatically improve customer retention, cross sell new services and improve collections.
- SoundBite is a full service ASP and can have your campaigns up and running in days.
- With SoundBite, you can report on the success of your campaigns in real-time and continually update and improve your campaigns in minutes.
- SoundBite applications have demonstrated incredible and immediate ROI.

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