

Contact us to learn how we help financial services clients grow their customer portfolios!

Overview

Influent provides outsourced customer contact solutions that maximize the value and reduce the cost of each interaction, whether sales or service. Since over one-third of our annual revenue is generated by financial service clients, we have a decade of expertise helping banks and diversified financial institutions acquire, grow and retain their valuable customers. Whether a customer has a credit card, mortgage, checking account or another banking or investment relationship, we treat each interaction as an opportunity to enhance our client's brand, grow their market base and increase their share of the consumer's wallet.

The Client's Challenge

One of nation's leading credit card issuers hired an affinity marketing company to help develop a new affinity card product appealing to a very unique audience – labor unions. They were challenged to select experienced, performance-driven teleservices providers flexible enough to handle large volume fluctuations, yet focus on high quality service.

Affinity group marketing programs require close communication and strong coordination of efforts among multiple parties. The nature of an affinity group marketing relationship involves tremendous trust granted by the affinity group to allow a third party to contact its valuable members. The affinity marketing company needed to select a partner that understood financial services marketing and had solid processes in place to deliver quality sales performance, while leaving a positive impression on their members regardless of call outcome.

The Influent Solution

The solution developed was built on a scalable foundation that could be customized across multiple offers and diverse unions. Influent utilized a team of cross-functional specialists, first to assimilate all program requirements and then to create scripts that reflected a wide range of offers and list segments.

The team created a roadmap for program development and flawlessly implemented the pilot. Going beyond standard training practices, the team developed refresher and certification programs to document best practices and ensure that the focus remained on call quality during all interactions. Influent's extensive experience cross-selling related products yielded multiple sales during a single interaction making these new accounts that much more valuable and profitable to our client.

The Outcome

Overall program performance by Influent has remained significantly above the competition since the program launch. The program's most resounding success is the partnership relationship fostered with our client. The client initially preferred to spread volume across several providers but Influent's performance and value-added initiatives convinced them to move the bulk of their call volume, nearly 70%, to Influent. Our track record with financial services programs reflects consistent performance, alignment with our clients' ROI goals and concentration on back-end results.

Learn More

Call us today at 1.800.856.6768 or visit our website at www.influentinc.com to learn more about how Influent can help you build your portfolio.

"The project was a complete success due to Influent's efforts. We are fortunate to have this team working on the program."

Vendor Manager
Leading Credit Card Issuer