



## ABOUT THE CLIENT

A leader in originating and managing non-prime consumer credit, that partners with retailers and healthcare organizations who want to serve more customers and increase sales volume by offering affordable and flexible financing.

## CLIENT CHALLENGE

Our client struggled to maintain competitive for their private-label credit cards and their own bankcard with their past provider. To remain competitive in servicing both lines of business, the company needed to lower costs, ensure all service metrics were consistently met on a monthly basis, and greatly improve the overall customer experience. Additionally, our client lacked seamless integration between their back-office processing capabilities, inbound customer service, and collections. By lowering their costs, they hoped that their model would become more desirable to other originators and investors.

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Sutherland's transformative customer experience solutions have continuously improved on our monthly scores as surveyed by the client since the very first measurement.

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## THE SUTHERLAND TRANSFORMATION

Our client chose Sutherland as their partner to transform their customer experience and expertly handle inbound customer service, back-office processing, and collections functions. During the transition, Sutherland and the client formed a strong relationship, while significantly improving the customer experience. Since implementation, services have continued without disruption, while Sutherland deployed a Customer Relationship Management System and dialer tool to improve overall efficiency. Sutherland assumed management of all outbound customer service volume for retail products, as well as the company's collections and customer service calls for all customer issues.

As part of our commitment to communication and continuous improvement, we regularly meet with this client to share observations regarding opportunities for transforming processes.

## PARTNERSHIP RESULTS

Sutherland's transformative customer experience solutions have continuously improved on our monthly scores as surveyed by the client since the very first measurement. This company freely serves as a reference for our services, being well pleased with their on-boarding experience, the results of Key Performance Indicators (KPIs), and the ease of doing business with Sutherland Global Services. In the course of the engagement, we have:

**CONSISTENTLY**  
achieved green  
SLAs and KPIs

**RAISED**  
phone quality results  
from the previously  
mandated 85% to  
90% and above

**SERVICED**  
100% of all lines of  
business (LOBs)

**PRODUCED**  
significant  
cost savings

**IMPROVED**  
customer  
satisfaction

Customer Experience Transformation  
Back-Office  
Collections

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.