

**CLIENT STORY** Leading U.S. credit card issuer

## Consistently exceeding sales performance goals through highly skilled agents

Our client is the world's largest issuer of credit cards in terms of transactions, averaging 6 billion transactions per year.

Our client partnered with Foundever™ to improve sales results. We support 90% of the client's outsourced business in Spain and deliver over 500K outbound calls annually. The client has progressively expanded its activities, relying on the capabilities offered by Foundever™ and recognizing our commitment to delivering outstanding results.

**110%**

Achievement of sales goals over a 12-month period

**95%**

Customer information gathered

**25%**

Sales conversion rate

### Customer objectives

- Drive sales growth
- Improve customer data collection
- Achieve operational excellence across prospecting, outbound cross selling, inbound and back office

### Our solution

- Created a highly skilled team through Foundever™ sales and retention.
- Implemented a five-stage transformation plan:
  1. Changing tool version
  2. Digitalizing reports for real-time access and user-friendly functionality
  3. Qualifying data base with new business intelligence team
  4. Training agents and managers to enhance conversion rates
  5. Introduce gamification