

A major credit card provider streamlines new account application setup

Customer Profile

The world's largest credit card provider.

Industry

Financial – Banking

Region

Americas

The Challenge

The world's largest credit card provider found their credit card application process to be time consuming and troublesome. The credit card application had to be filled out, scanned and mailed to the data entry center for the data to be manually entered into the system. The application process could take up to two weeks to complete which delayed approvals, card activation and balance transfers. A number of digital data capture alternatives were tried and unsuccessful due to not being accepted by the applicants and increasing employee training time. The company needed a solution that was easy to use, easy to implement and able to reduce the credit card application processing time.

The Solution

The credit card company implemented the ExpeData® Digital Writing Platform to streamline the credit card application process. The solution includes a digital pen and custom-designed application forms. There is no change for the applicant who completes and signs the form with a pen provided by the employee.

The Solution Continued

ExpeData, LLC

ExpeData® is the global leader in enterprise digital writing and the first company to build a platform designed to meet the needs of Fortune 100 and Global 2000 companies. The ExpeData Digital Writing Platform is a complete package with the features and functions needed to implement digital writing.

The process is completed by the employee docking the pen at a PC or linking the pen to a Bluetooth®-enabled mobile phone. The data is sent wirelessly to the back end system within seconds for approval. There is very little training needed and the paper form can follow in the mail as a back up.

The Results

With the effectiveness of the ExpeData Digital Writing Platform, the credit card application approval decision is made within a day, not two weeks. And the credit card company immediately notifies the applicant to activate their card. According to the company, faster card activation led to increased revenue and fewer card cancellations. The end result...60% cost reduction over their previous credit card application process.

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Credit Card Company



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