



Boe Hartman

Barclaycard CIO



From Social Media Monitoring to Behavioural Engagement

Current VoC



...and then we
had an idea!

OPERATIONAL ACTIVITIES

Fraud Tracking & Prevention	4
Customer Retention & Closure	0
Acquisition	0
Debt Recovery	0
Servicing	8

BANKING ACTIVITIES

Transaction	1
Payment	5
Statement	0

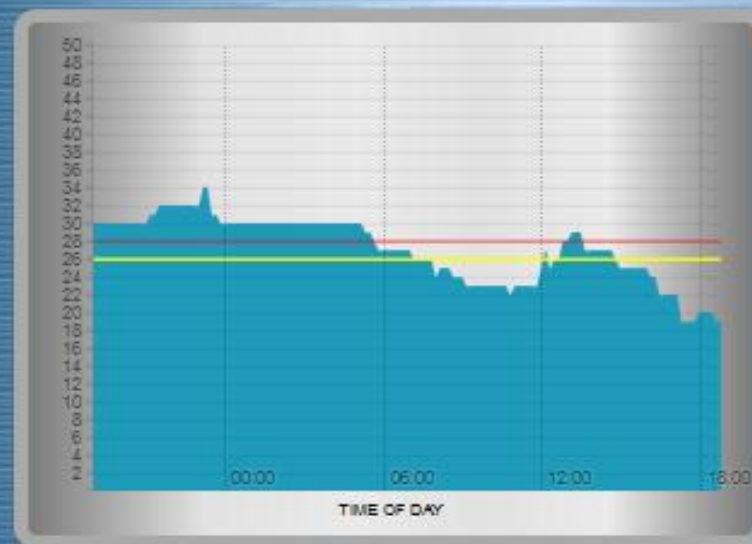
CHANNEL

Website	0
SMS	0
Email	0
Branch	0
Mobile App	0
Direct Mail	0
Social Media	1



CURRENT STATUS
MOST RECENT LOAD TIME
25-08-2014 19:59

ROLLING 24HR CUSTOMER IMPACT TRACKER



BUSINESS CLASSIFICATION



LIVE FEED

- richarduholins**
@Barclaycard you may have done but i'm disgusted at your service its dreadful and my money has gone missing your a disgrace
- Harriet Whitehorn**
its time to ditch the cash go digital <http://t.co/pr2D0e9rLS> barclays bPay digital
- BarclaysOnline**
my Barclaycard account balance has disappeared from my app it is not hidden as I have checked and account is still active
- Allie Casey**
RT @ManLikeMe89: Barclays need to fuck off and stop blocking my card for fraud. its just me u Cunts.
- Pauline**

WORD CLOUD

9 CARD ASKUS AUG 9 AUG 9 CARD BANK
BARCLAYCARD PRESENTS BARCLAYS BARCLAYS CENTER
BARCLAYSONLINE bPAY bPAY BAND BRITISH SUMMER TIME
CREDIT CARD DANIELJACOBSTKO
DANNYSWIFT EDGAR SANTANA GARDIA
GARCIASALKA HYDE PARK HYDE PARK ON JULY
JARROD FLETCHER KINGPETE26 - EDGAR
SHOSPORTS TICKETS VERIFIED BY VISA

Customer

4.7 Billion
CARDHOLDER
TRANSACTIONS P/A

Totalling
transactions worth
£242.5 Billion



Merchant

36,000

Merchant Acquired Transactions
processed per hour

We Process
1 IN 3 UK CARD
TRANSACTIONS

O&T
Facts + Stats

Social Media

500,000
mentions on social media per month
<1% material issues

DAILY HIGHS OF
381 (UK) **395** (US)

Innovation

bespoke
Registrations totalling
1,100,000+

50% ^{NEW} New to
Barclays

1,200,000)))
CONTACTLESS
TRANSACTIONS
Processed Per Month

OVER 22k
bPay bands distributed

Digital

45%
DIGITALLY ACTIVE

Paperless
Statements 
35%

App Downloads
 UK = 996k
US = 1.6M

82% 
GIVEN INSTANT DECISIONS

Fraud Alerts
CLOSED 
DIGITALLY **67%**
(SMS)

Service

 **#1 T-NPS**
score in Barclays
73 for BPF
client services

Transactional NPS
AVERAGE
+40PTS
across portfolio

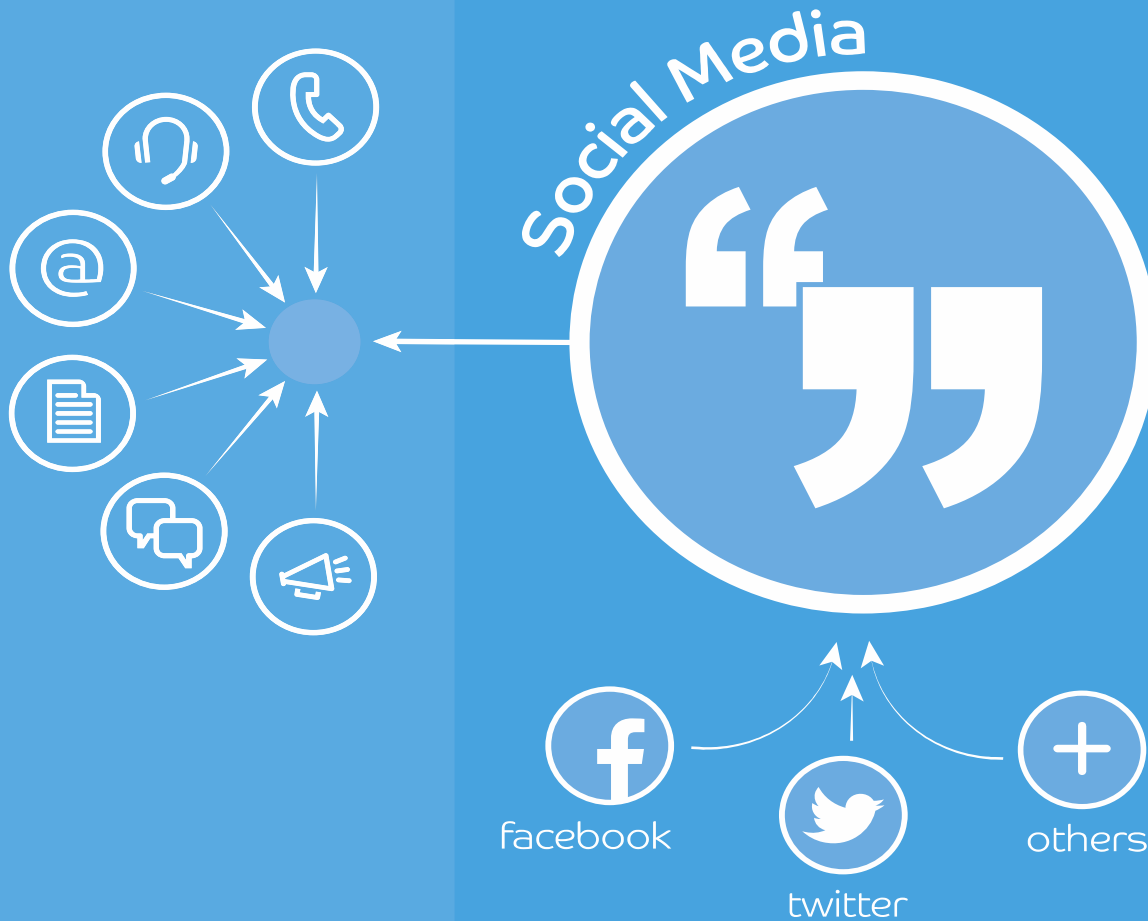
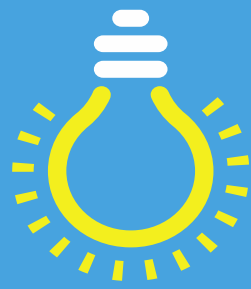
TOTAL CALLS
P/MONTH
4,000,000

99.94%
AVAILABILITY
OF CRITICAL PLATFORMS

Colleague

12,600 
COLLEAGUES FROM O&T IN
9 COUNTRIES

Future VoC



Define priority customer service segments and profiles



Define known and predictable universe of customer events



Anticipate and prioritize events based on risk/reward evaluation



Establish reporting to identify and prioritize events for service



Develop triage process and workflow & crisis management process and workflow



Increase the likelihood of a positive business and customer outcomes through faster, more nimble and higher response vehicles



Measure the business value and use to communicate program impact and cost justification