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Barclaycard CIO

From Social Media Monitoring to Behavioural Engagement
Current VoC

Call centre notes
Chat Logs
Emails
Customer Surveys
Reviews
Employees

...and then we had an idea!
Customer
4.7 Billion
CARDHOLDER
TRANSACTIONS P/A
Totalling
transactions worth
£242.5 Billion

Social Media
500,000
mentions on social media per month
<1% material issues
DAILY HIGHS OF
381 (UK) 395 (US)

Digital
45%
DIGITALLY ACTIVE
Paperless
Statements
35%
App Downloads
UK = 996k
US = 1.6M
82%
GIVEN INSTANT DECISIONS

Service
#1 T-NPS
score in Barclaycard
73 for BPF
client services
Transactional NPS
AVERAGE
+40PTS
across portfolio
TOTAL CALLS
P/MONTH
4,000,000
99.94%
AVAILABILITY
OF CRITICAL PLATFORMS

Innovation
36,000
Merchant Acquired Transactions
processed per hour

We Process
1 IN 3
UK CARD
TRANSACTIONS

O&T
Facts + Stats

bPay bands distributed

Merchant

Bespoke
Registrations totalling
1,100,000+
50% New to Barclays
1,200,000 CONTACTLESS TRANSACTIONS Processed Per Month

Fraud Alerts
CLOSED
DIGITALLY 67%

Colleague
12,600 COLLEAGUES FROM O&T IN 9 COUNTRIES
Future VoC

Social Media

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