



Bank on us to make successful connections with your customers at every touch point.

Your Industry.

Our Specialty.

Financial Services

Succeeding in the heavily regulated, ultra-competitive financial services marketplace has never been easy. Today's volatile economic and credit market conditions make the environment even more challenging.

- Government oversight is growing exponentially, restricting contact with prospective customers, requiring increasingly complex disclosures and threatening to limit charges and fees.
- Consumers want financial products that enhance their quality of life, but are more discriminating in their choices.
- Company stakeholders demand higher sales, less overhead and lower overall costs.

TRG Customer Solutions helps you meet these challenges with BPO solutions that deliver the best in value, flexibility and responsiveness. We are experts in our core competencies, with over two decades of experience connecting business-to-business and business-to-consumer.

WE MAKE YOUR INDUSTRY OUR SPECIALTY.

Our financial industry specialists understand the complexity of your marketplace, the intricacies of your products and the unique expectations of your customers.

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BPO Services for Financial Industry Leaders

ACQUISITION SERVICES

Inbound Sales and Lead Management:

Inbound call handling by live agents, conversational IVR or integrated agent/IVR solutions. Aggregation of leads from multiple sources with dissemination to appropriate branches, advisors or centers.

Outbound Sales and Lead Generation:

Telesales campaigns for credit cards and other financial services are designed to maximize conversion rates and control customer acquisition costs.

Branch Locator: Live agents or IVR system directs consumers to the nearest advisor, branch or center.

Activation Campaigns: Employ IVR and live agents to help customers activate credit and debit cards while targeting cross sell opportunities.

RETENTION

Customer Service: Brand-centric solutions provide outsourced, co-sourced, overflow or afterhours support for retail banking, mortgage services, credit cards and more.

Retention/Loyalty Programs: Proactively respond to identifiable defection triggers (end of promotional rate, decreased usage, late fee, declining balance, falling mortgage rates) to solidify loyalty, reduce churn and enhance the return on customer acquisition costs.

Winback Campaigns: Inbound and outbound customer contacts use stay offers and other incentives to reverse defections, preserve relationships and enhance customer profitability.

OPTIMIZATION

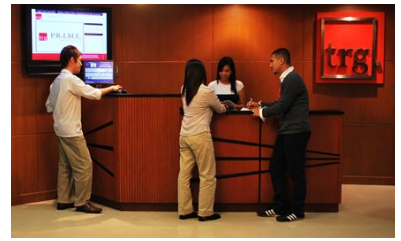
Cross Sell, Next Sell and Up-Sell: Effective offers of complementary products and service upgrades increase share-of-wallet and revenue per customer.

Balance Transfer: Actively promote balance transfers from credit card holders to increase mindshare, wallet share and customer profitability.

Customer Satisfaction: Asking the right questions at key relationship milestones measures satisfaction, reveals discontent, builds stronger client relationships and ultimately improves your company's performance.

Collections: Reach out to delinquent customers, with a "soft" collections approach to maximize payment, while preserving the relationship.

At TRG Customer Solutions, our steadfast focus is on making the right connections with you and between you and your customers. We are fully committed to delivering everything you want from your global outsource partner.



THE TRG ADVANTAGE

SOLUTIONS

- Full Service BPO Provider
- Outsource / Co-Source / Build-Operate-Transfer

LOCATIONS

- Onshore/Near Shore/Offshore
- Over 20 Sites On Five Continents

PEOPLE

- Experienced, Progressive Leadership
- Financial Services Industry Specialists

TECHNOLOGY

- Best Of Breed BPO Platforms
- State-of-the-Art Infrastructure
- **SATMAP**, intelligent call mapping software

THE RIGHT FIT FOR YOU



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