

Grow Your Business and Enhance Your Brand Experience With Contact Center Solutions From Harland Clarke

Delivering a single source for innovative, integrated frontline solutions — and meaningful interactions with account holders

Each time an account holder or prospect comes in contact with your financial institution, you have the opportunity to create an impression — whether that is to make a sale, build a relationship or simply delight your account holders. At every touchpoint, the right response can nurture a superior experience for your account holders and positive results for you.

Harland Clarke contact centers offer inbound and outbound marketing and support for financial institutions of all sizes and manage more than 20 million contacts per year. Our award-winning facilities and in-house professional staff are equipped with advanced technology and information security. And Harland Clarke's proven selling techniques deployed within customer life cycle communications help you increase revenue, reduce expenses and build account holder loyalty.

Our contact center solutions are:

Intelligent

Meaningful interactions begin with intelligent data about each account holder. Secure, innovative technology enables our contact center representatives to have that information at their fingertips each time they answer or place a call so they can customize the communication.

- Comprehensive business-to-business (B2B) and business-to-consumer (B2C) inbound and outbound services
- Industry-leading enabling technology
- Multilingual capabilities

Experience-driven

We utilize our extensive industry expertise to create quality frontline interactions. Our contact center representatives are passionate about delighting your account holders and delivering an exceptional level of service.

- More than 120 years of industry experience focused on helping financial institutions succeed
- Dedicated commitment to the account holder experience
- Performance Excellence process modeled after the Malcolm Baldrige award-winning structure

Efficient

Your account holders have a variety of ways to connect with our quality-focused solutions — and can do so when and how they choose.

- Integrated multichannel support via phone (live agent and interactive voice response), email and web chat
- Account holder-focused, quality process orientation
- 100 percent call recording
- 24/7 availability

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We offer meticulous execution, including:

Sales Support

- Data-enhanced site building
- Lead generation
- Lead nurturing

Marketing Support

- Nonresponder follow-up
- Acquisition, onboarding and cross-sell communications
- Regulatory communications

Financial Services Support

- Transaction banking
- Conversions
- Mergers and acquisitions

Messaging

- Interactive voice response
- Guided voice messaging
- Targeted messages

Customer Care

- Courtesy/welcome calls
- Call overflow
- Card activation/lost and stolen card support

Surveys

- Account holder satisfaction
- New account
- Teller transaction
- Closed account
- Market research

Bottom-line benefits

Harland Clarke contact center solutions adapt to your business needs to ensure your account holders and prospects consistently receive premier service and support. Using a professional contact center also offers you the strategic advantages to:

- Increase sales with proven selling techniques
- Reduce costs by maximizing call productivity
- Give your employees time to sell other products and services
- Increase account holder retention
- Ensure excellent and consistent service
- Deliver greater revenue per contact

Your data is safe with us

As security breaches become more prevalent, your choice of a provider to manage confidential data is more critical than ever. Harland Clarke uses stringent security measures in everything we do. Our contact centers comply with all federal and state regulations. We apply our rigorous safeguards to keep your information — and that of your account holders — secure.

Harland Clarke offers:

- A robust in-house security program
- Security tenets established using Malcolm Baldrige criteria
- SSAE 16 Type II audits (formerly SAS 70)
- Annual tests and updates to our disaster recovery plan
- Ongoing client audits and assessments
- Sarbanes-Oxley (SOX) controls and audits
- Cybertrust Enterprise Certification
- Physical and logical security
- Adherence to the Direct Marketing Association™ Guidelines for Ethical Business Practices
- Federal Financial Institutions Examination Council and Graham-Leach-Bliley (GLB) compliance

To learn more about Harland Clarke and how our contact center solutions can help your financial institution, contact your Harland Clarke account executive, call **1.800.351.3843** or email hcmarketingservices@harlandclarke.com.

