

BARCLAYCARD US



“OUR WORLD-CLASS MICROSTRATEGY APPLICATION HAS GIVEN US A GREAT OPPORTUNITY TO PERFORM REAL-TIME ANALYSIS THAT POSITIVELY IMPACTS THE BUSINESS.”

– BARCLAYCARD US

APPLICATIONS:

COLLECTIONS OPERATIONS MANAGEMENT
ACCOUNT AND VENDOR MANAGEMENT

USING ENGAGING, REAL-TIME BUSINESS INTELLIGENCE TO HELP OVER 700 ACCOUNT MANAGERS OPTIMIZE COLLECTIONS OPERATIONS

Company Overview

Barclaycard US is a division of Barclays PLC, a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management, and investment management services. Barclaycard US is responsible for the management and servicing of co-branded credit card programs for some of the most successful travel, entertainment, retail, and financial institutions in the world.

Business Intelligence Strategy

Barclaycard US joined its parent company Barclays in adopting MicroStrategy for a BI solution. While Barclays’ BI applications focus on the mortgage space, the driving force at Barclaycard US is credit card collections and management. As a global provider of credit cards, Barclaycard US must be constantly aware of their customers’ spending habits, payments, promised payments, and delinquency. MicroStrategy has become the BI standard that helps them achieve these goals. The MicroStrategy environment at Barclaycard US now consists of 14 MicroStrategy projects, which include over 1,000 grids and dashboards that are run on a daily basis by employees across several departments.

Overview

Barclaycard US provides co-branded credit cards to customers in the U.K., Germany, Spain, Italy, and Portugal. With over 700 account managers, Team Managers required up-to-the-minute information on customer contacts and related call center activities. In response, the company challenged itself to find a solution. Barclaycard US’ highly unique “Command Center” has proven to be just that solution.

Before

- Static reports and dashboards available online
- Team Managers had no access to key metrics for the current day, only for the previous day

After

- Interactive, engaging MicroStrategy Dynamic Dashboards displayed on 20 LCD TVs on a wall
- Real-time updates on key collection metrics enable constant performance enhancements throughout the day

Benefits

- Fast access to updated information drives timely adjustments to call center and collections activities
- Fully-engaged business users encouraged to make BI a part of their everyday business workflow

Business Challenge

As Barclaycard US call center employees reach out to customers to request payment and follow up, statistics are gathered on how many times a customer promises to pay, pays, or remains delinquent on payment. Initially, Barclaycard US developed a MicroStrategy application to provide hundreds of its account and vendor managers with this key information on credit card payments, delinquency, and related call center activity. Static reports and dashboards within the Collections Operations application became the driving BI force at Barclaycard US. However, this was not without its drawbacks. While beneficial, the application only provided managers with key metrics for the previous day. Managers were forced to wait for the next day's reports to evaluate performance, and felt they needed information from the current day to make more effective decisions. The challenging economic landscape added an additional sense of urgency to this dilemma. Barclaycard US' IT team was challenged to develop a solution to this issue – in only one week.

LCD TVs and Dynamic Dashboards: The Barclaycard US "Command Center"

Barclaycard US' response to its business users has been immense, and has surpassed even what they were asked to accomplish. The company's new Collections Operations application enables employees to view account and call center activity in real-time, as key metrics are updated every 10 minutes. The main focal point of the application is the brand new Collections "Command Center," a wall of 20 LCD TVs that display different MicroStrategy documents and dashboards.

Each dashboard is refreshed every 10 minutes, and the monitors are set up in such a way that the most recently run reports are always displayed on the TVs. The TV and Web-accessible dashboards provide interactive updates throughout the day. Every day, Team Managers watch the TV screens and make decisions on how to proceed with their collections activities. Meanwhile, over 700 managers, from the Philippines to Colorado, use the application via a portal as they place hundreds of thousands of calls to delinquent cardholders. In addition to the speed of the data, the interactivity and bold colors of the Dynamic Dashboards make working with the data more enjoyable for business users.

The Benefits of Insightful BI

The Command Center and Collections Operations application have led to numerous business benefits for Barclaycard US. Managers can now easily evaluate the performance of different account locations, teams, and agents, during each 15-minute interval. They can also mitigate issues proactively instead of reacting to outdated information when it may already be too late.

Interval reports enable the Production Support team and Vendor Managers to assess site, unit, team, and operator performance throughout the day. Once this information is evaluated, supervisors can make recommendations to the

Team Managers at various sites on ways to improve key metrics. Meanwhile, Production Support can view in real-time the impact of client calling strategies. Most importantly, none of these employees have to wait until the next day's reports to see that data. Team Managers can now take a proactive stance and instruct operators on better collection techniques.

“Our Command Center has changed the way we do our business throughout the day. Instead of having to make decisions on a one-day lag, we're now able to make inter-day decisions that dramatically impact the business.”

– William Ellis, Director, Barclaycard US Fraud MI

