

## Setting a New Standard of Cardholder Service Excellence at MasterCard

On September 30, the MasterCard Global Service Center (MGSC) in Winghaven will go dark and telephone switchboards will light up 24/7/365 at the new MasterCard Assistance Center in Tamarac, Florida.

That's when the MasterCard Call Center Transition project is scheduled for completion—channeling the 4.5 million cardholder inquiries and emergency requests that MasterCard now receives annually to one customer service team instead of two.

Previously, MasterCard had managed two major consumer call centers—one in the Midwest and one on the East Coast:

▫ The MGSC for worldwide card-related emergency assistance had been based at our Global Technology & Operations (GTO) headquarters since 1994; and had been staffed and operated by MasterCard employees, contractors, and interns.

▫ The MC-ASSIST Center for U.S. premium cardholder assistance had been based in Jacksonville, Florida, since 1997; and had been managed by MasterCard, but staffed and operated by Convergys Corporation, a global leader in delivering customer care.

The vendor chosen by a cross-functional MasterCard Selection Team to consolidate and operate the call centers is Cincinnati-based Convergys. Not only did Convergys have the most attractive resources and pricing; but working with them offered a relatively easy transition as they already operated the MasterAssist call center in Jacksonville.

The transition on September 30 will be “transparent,” with no immediate impact on members and their cardholders.

### The Goal: One Name, One Number

However, externally, the merger eventually is expected to reduce the confusion inherent in running two separate customer service programs, each with its own U.S. toll-free number. Although each program initially will retain its own toll-free number, by mid-2006, the center will have one name—the MasterCard Assistance Center—and one toll-free number in the United States: 1-800-MasterCard.

### What You Need to Know

▫ On September 30, the MasterCard Global Service Center (MGSC) in Winghaven will go dark and telephone switchboards will light up 24/7/365 at the new MasterCard Assistance Center in Tamarac, Florida.

▫ The vendor chosen by a cross-functional MasterCard Selection Team to consolidate and operate the call centers is Cincinnati-based Convergys.

▫ The transition on September 30 will be “transparent,” with no immediate impact on members and their cardholders.

▫ Convergys now will support MasterCard from two call centers in the United States—in Jacksonville and Tamarac—as well as a separate data center. This will provide immediate redundancy for disaster recovery or other purposes.

(Worldwide, the MasterCard Global Service collect number and 80+ toll-free numbers will be retained for the convenience of traveling cardholders.)

And internally, the Call Center consolidation—which was proposed jointly by Global Cardholder Services and GTO in 2004 in response to Project Goal—is expected to reduce costs and gain operational efficiencies by outsourcing the consumer call center facilities, systems, and staffing. Convergys is building a new application and platform for the consolidated MasterCard Assistance Center-- scheduled for implementation during the 2Q/2006.

### **Call Routing**

Convergys now will support MasterCard from two call centers in the United States—in Jacksonville and Tamarac—as well as a separate data center. This will provide immediate redundancy for disaster recovery or other purposes.

Multiple languages will be handled by the Tamarac call center; Jacksonville will handle predominantly English and Spanish. The customer service representatives will be trained to handle a wide variety of inquiries and requests—among them:

▫Emergency services, including Lost and Stolen Card Reporting, Emergency Card Replacement, and Emergency Cash Advance

▫Insurance benefit information

▫MasterAssist Legal Referrals, Medical Protection, and Travel Assistance

▫Calls for information on merchants and special promotions; acquirer and service provider calls; foreign exchange information

▫General services, including account information, ATM Locator, PayPass

### **A Tradition of Customer Service**

“We are confident,” says Bonnie McEaney, senior vice president, Global Cardholder Services, “that our new MasterCard Assistance Center will provide a new level in cardholder support—and will continue to set the competitive standard for the payments industry.”

For more information on the Call Center Transition, contact Alice Droogan, Global Cardholder Services, ext. 55358.

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