

Driving Greater Customer Loyalty Through Credit Card Call Center Support as Part of Omni-Channel Transformation



The Business Challenge.

Provide better phone service to Bank of China credit card holders.

The Solution.

Unisys provided consultancy services for call center inbound and outbound call processes; built an integrated omni-channel application for the call center to support all credit card transactions.

Results and Benefits.

- Improved customer service, satisfaction and loyalty since calls are answered by the second ring and are well-handled due to availability of relevant information
- Increased credit card business from 200,000 to 80 million issued cards due to credit card support through the call center
- Improved productivity by centralizing the credit card support system

“By implementing a credit card services call center, we have been able to grow our credit card business, while reducing our costs.”

Zhang Lu
General Manager
BOC Services Co. Ltd.



For more information visit www.unisys.com

© 2020 Unisys Corporation. All rights reserved.

Unisys and other Unisys product and service names mentioned herein, as well as their respective logos, are trademarks or registered trademarks of Unisys Corporation. All other trademarks referenced herein are the property of their respective owners.