Document

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[redacted]

From: [redacted]
Sent: Friday, October 31, 2008 12:41 PM
To: [redacted]
Subject: FW: Membership Call Handling Procedure

Sensitivity: Confidential

FYI - I spoke with [redacted]

From: [redacted]
Sent: Thursday, October 30, 2008 2:58 PM
To: [redacted]
Subject: FW: Membership Call Handling Procedure
Sensitivity: Confidential

[redacted]

Per our discussion earlier today, attached is the current procedure for handling membership calls and the proposed test. Please let me know if you would like to discuss further.

Current membership call procedure:

Frontline Agent:

- Attempts to retain member with 1 or 2 rebuttals (based on client)
  - Exceptions – if member is irate, uses threatening or legal verbiage or previously cancelled, the call is immediately escalated to Support Dept
- If member still wants to cancel after retention effort, the frontline agents advises member that they will cancel their membership effective immediately and member will not receive any further billings
- If member wants a refund of prior period credits, the frontline agent can offer a credit for the current month and 1 prior month
- If member wants additional prior period credits, agents advise member that they will need to write in to get additional credits
- If member pushes back relative to writing in for prior period credits, the frontline agent will do an announced transfer of the call to the Support Dept

Support Dept

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- All Support agents are located in Westerville and are experienced membership agents with the best customer service skills
- Support agents will initially offer member 2 additional credits on top of the 2 credits issued by the frontline agent (total of 4 credits)
- If member pushes back, the Support agent is able to offer the member an additional 2-3 credits (total of 6-7 credits)
- If member still wants more credits, Support will transfer the call to the Office of the President

Office of President

- Office of the President agents are located in Westerville and are the very best of our best agents
- They have the ability to offer the member a credit for all of their prior period billings

Test with three of [redacted] clients:

- We will follow the same procedure as above, but the frontline agent will not ask the member to write in for additional credits
- We are working on implementing this procedure the beginning of November, and will need to train agents in three contact centers (all 3 clients are Great Fun)
- Due to limitation with modifying memscreen relative to this test, we will be dependent on agent remembering that they should not request a letter for these three clients
- We will measure the number of prior period credits that are issued per cancelled member in order to measure the impact of this change

i.e. historically we issued an average of .x additional credits per member cancelled member vs. .x additional credits per member after we changed the procedure.

Please let me know if you have any questions on this procedure or would like to discuss further.

[redacted]

SVP Operations

Affinion Group

phone [redacted]

Int'l: [redacted]

email: [redacted]

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