



Making Customer Connections™

Maximize Resources Enhance Customer Relationships

Payment Tracking Improves Call Center Efficiency



Marriott Vacation Club International cuts outbound call attempts by 16% and improves customer contact with Payment Tracking from NCP Solutions.

Profile

Marriott Vacation Club International (MVCI) is a premier provider of vacation and leisure experiences and the recognized global leader in the development, operations and sales of vacation ownership resorts. Since becoming the first branded hospitality company to enter the timeshare industry in 1984, MVCI has established luxurious properties in sought after destinations globally. Marriott Vacation Club International owners now number more than 300,000 worldwide.

Challenge

Marriott prides itself in building exceptional relationships with its owners. According to Michael Harrington, MVCI's Senior Director, Customer Relations, *"Building one-to-one relationships with our owners is crucial for our success as we strive to be the preferred provider of vacation ownership and personalized vacation experiences"*.

In its quest to provide outstanding owner value, MVCI continuously seeks methods to reduce operating expenses through streamlined and efficient processes. Businesses that rely on the Postal Service™ to deliver payments have long considered the mail stream a "black hole", primarily because of a lack of tracking and control. As a result, MVCI was very interested in technology that would confirm if a payment was truly in the mail. Armed with that information, Marriott could maximize call center resources to focus on enhancing customer relationships, while avoiding the expense and nuisance of unwarranted collection calls.

Case Study



“Marriott Vacation Club International was able to reduce its annual call attempts by 16%. By eliminating unnecessary calls, the customer service representatives are available to reach out to those owners who really need to be contacted; thereby, enhancing our overall relationship”.

*-Michael Harrington
Senior Director, Customer Relations
Marriott Vacation Club International*



Solution

NCP Solutions has been Marriott Vacation Club International’s partner for the production and distribution of loan and maintenance statements and payment books for over a decade. By deploying NCP Solutions’ Payment Tracking, MVCI is now able to monitor the progress of inbound payments.

Payment Tracking uses USPS Confirm® service technology to provide detailed information about the progress of a payment or any item through the mail stream. Confirm® contains two features that make Payment Tracking possible, the PLANET Code® and POSTNET™ barcode:

- The PLANET Code® (Postal Alpha Numeric Encoding Technology) is specific to the Confirm® service and encodes information defining mail type (e.g. Outgoing or Incoming) and class of mail at the piece level.
- POSTNET™ barcodes identify the intended recipient, such as the original billing enterprise; thereby, making it possible to forecast inbound payments and cash flow.

Postal Service™ sorting equipment reads both the PLANET Code® and POSTNET™ barcodes and makes information available to a centralized network server. As a result, data can be retrieved online to determine when payments are actually on their way.

Results

NCP Solutions receives daily feeds from the USPS containing mail scans recorded for MVCI during the previous 24 hour period. Each scan is captured until the mail piece reaches its final destination. NCP Solutions provides MVCI with web access to reports containing key owner data such as name, loan number, due date and amount due. Files can also be provided to interface directly with automated dialer systems to suspend outbound call activity for a specified period as defined by each client. With the knowledge of incoming payments, MVCI can adjust and balance call center resources and focus outbound call activity on more beneficial owner communication.

According to Harrington, “By deploying NCP Solutions’ Payment Tracking, Marriott Vacation Club International was able to reduce its annual outbound call attempts by 16%. Not only are we saving tens of thousands of dollars each year, but by eliminating unnecessary calls, the customer service representatives are available to reach out to those owners who really need to be contacted; thereby, enhancing our overall relationship”.

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