



Barclaycard Ring's innovative levels of simplicity, transparency, and service are impacting the way we do business...we believe this is the way all companies will engage with customers in the future.

> Paul Wilmore General Manager Consumer Markets, Barclaycard

decreased customer complaints by 50%

customer retention improved by 250/0

along with other customer experience initiatives, Barclaycard Ring contributed to

\$10M in annual benefit

### Barclaycard Travel Community



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barclaycard

## Welcome

to the Barclaucard Travel Community

We've gathered a community of travelers from all over the U.S. who want to share details of their inspiring adventures. We'd like to invite you to become a member today. Thanks for visiting and we can't wait to hear your travel stories.

Join our community ->

#### Travel stories

Brought to you by the Barclaycard Travel Community



Wat Arun: Temple of Dawn

Bangkok



Emeritus Founding Member







Batchawana Bay, Ontario Batchawana Bay



8000

Pirámide de la Luna

Teothuscán de Arista



Emeritus Founding Member





NYC to Lima, Peru... for \$250 R/T



explore stories

Flavors Around the World











Wedding in Santa Monica Santa Monica

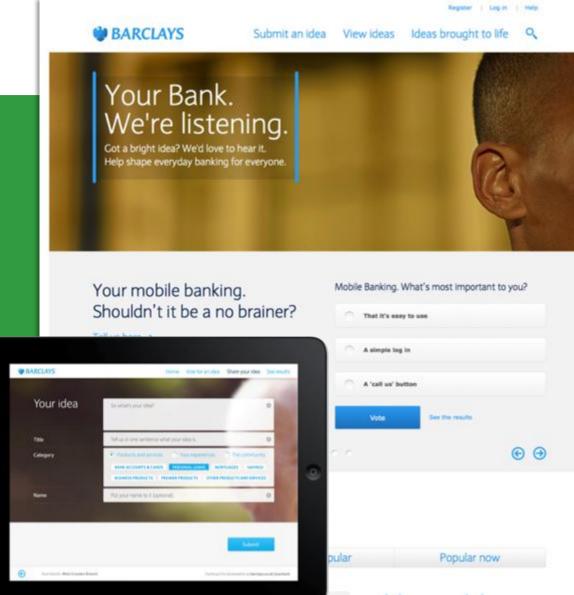




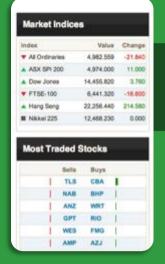
"Listening Week" campaign

600 ideas submitted in 1 day

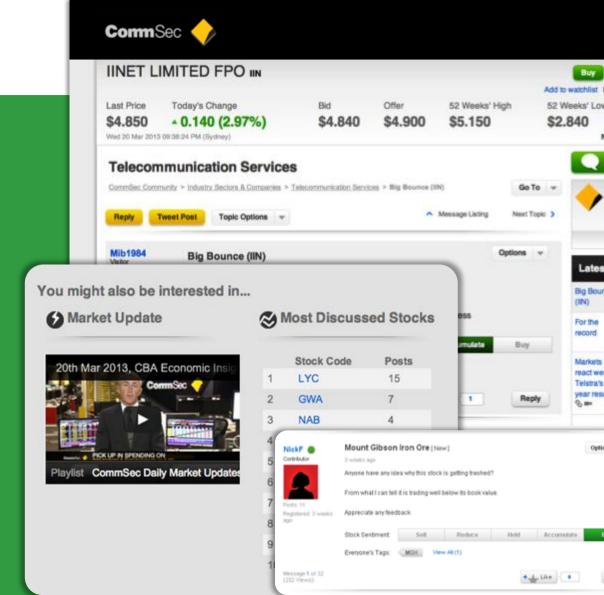
> 1,200 retail branches equipped with iPads







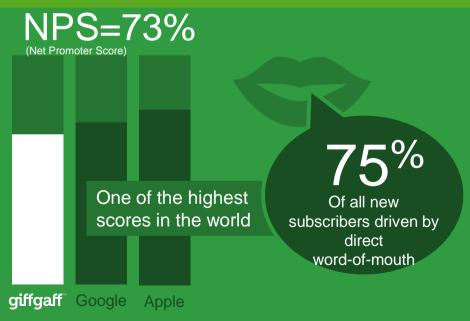
- 1. latest indices and traded stocks constantly update within the community
- members buy and sell stock directly from within the community, monitor stocks via watch lists, or conduct detailed research
- sentiment indicator allow members to discuss stock and alert CommSec if they think it's a buy, hold, sell, reduce or accumulate allowing the company to measure market, sector and stock sentiment and compare that sentiment to the most traded stock data from ASX

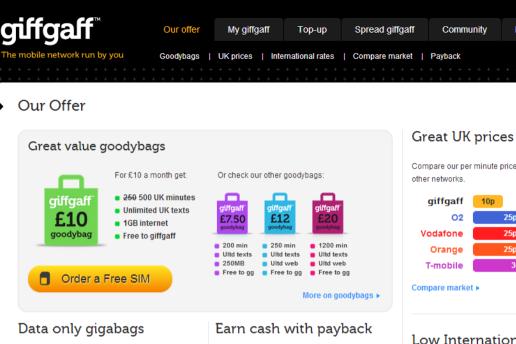


# giffgaff

Through our community we use a 'member get member' program, which enables people to bring new customers to our business and we are extremely successful with this. Those involved in our community are twice as likely to bring on a friend.

> Vincent Boon Head of Community, giffgaff





#### Low Internation

giffgaff

Orange T-mobile

Price per minute calling from t

Community











More on payback >

Get £5 for every member you

the community.

You can choose to receive your payback points as

cash or airtime credit. Or you can make a donation

recruit to giffgaff or earn payback

points for answering questions in





Perfect for tablet, iPad or mobile

£5 a month.

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internet dongle.. Get a gigabag from

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to charity







