

FIFTH THIRD BANCORP

Providing a high-touch level of service that audiences have come to expect in live events.

Cincinnati, Ohio-based Fifth Third Bancorp is a diversified financial services company and among the largest money managers in the Midwest. The company has \$117 billion in assets and operates 15 affiliates with 1,316 full-service banking centers, including 104 bank mart locations open seven days a week inside select grocery stores. The company engages in four main banking practices: branch banking, consumer lending, commercial banking, and investment advisory services. Fifth Third also has an interest of approximately 39% in Vantiv Holding, LLC, formerly Fifth Third Processing Solutions, LLC.



The Challenge

As a leader in the banking industry, Fifth Third Bancorp is connected to hundreds of thousands of individuals, including customers, investors and executives. Maintaining these lines of communication is necessary for Fifth Third Bancorp to effectively serve its customers. Prior to 2005, Fifth Third Bancorp faced recurring issues with its conference call service and customer support. In particular, the investor relations team incurred problems. Poor call quality and confusion with dial-in access codes were leading some members of the team to worry over how these services reflected upon the company.

The InterCall Solution

Since 2005, Fifth Third Bancorp has used InterCall's Operator Assisted services, which provide Fifth Third Bancorp employees with system specialists who can offer help before, during and after conferences. Before the calls begin, Fifth Third Bancorp can share access information via fax or email, as well as establish added security by providing a password that is required to join a call. Formal tones for music entry and using lecture mode, where participants' lines are muted for limited interruptions, also are key parts of Operator Assisted's in-call features. One particular case of exceptional service occurred in 2011, when the Fifth Third Bancorp investor relations staff had a special announcement to make and required help late in the evening to distribute a conference call invitation. An InterCall operator helped staff members by informing them of their option to email event reservation requests in order to schedule meetings; the option precluded them from having to call in to rehash large amounts of details to setup the call. The result has led to quick event scheduling,

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*Jim Eglseder
Vice President Investor Relations
Fifth Third Bancorp*

which has allowed investor relations staff members to send out event details the same day they plan events.

“Because our quarterly earnings conference calls are broadcast live as well as recorded and made available for two weeks following the event, it is important that we can depend on our service provider to ensure a transparent process,” said Jim Eglseder, vice president of Investor Relations. “Our investors, regulators, and employees depend on the timely flow of information. Having confidence that our vendor will provide a high-touch level of service that these audiences expect helps to eliminate some of the uncertainty inherent in live events.”

Additionally, during calls, expert operators are immediately available for assistance for call features like polling, roll call for smaller, more formal conferences and the communication line to speak privately with the lead operator and manage behind-the-scenes issues.

Lastly, post-call Operator Assisted features provide in-depth information, including comprehensive reports on participant information and feedback, as well as details on who listened to the recorded conference and professional transcripts of what was said.

The Benefits

Fifth Third Bancorp realized several benefits by moving to InterCall’s Operator Assisted services, including:

- Reliable call quality for all conference calls, especially investor relations events
- Easy conference call setup and detail dissemination
- On-demand customer service before, during and after crucial quarterly conference calls
- Receipt of private, real-time information on call participants, including names of individuals waiting to ask questions