



Conversation Guide: Interest Charges (No Offer)

Scenario:

The customer is requesting for a interest charge removal but there is no offer to waive the amount.

Acknowledge

Provide specified acknowledgement and verbalize that you understand the customer's feedback.

" Capital One understands you're looking for ways to reduce interest charges and maximize your credit for spending and not for fees."

Educate Customer About Average Daily Balances

Inform your customer that it is not only the rate that matters, but how much balance they hold on the account.

"While we don't have the chance to remove the interest charge outright, we might be able to reduce the charges to a more manageable amount. Interest is also determined by how much balance you carry on the account on the average. The bigger this average, the more interest charges you get.

Provide Interest-minimizing Tips Targeting the Average Daily Balance

""It is to your advantage to make payments as soon as possible to lower this average amount. Another takeaway here is that you can reduce finance charges by delaying purchases made with your card until as late as possible in your current billing cycle. Because if the purchases were made late into the cycle then it would only impact your average balance a few days before your next bill starts."

If the customer is insisting to have the interest charges waived but the account is ineligible:

If possible, offer to offset interest charges by redeeming their rewards balance as an account credit.

"I do see that you still have trailing interest on your account, we could offset this amount by redeeming your rewards as an account credit."