

2015

## CDS GLOBAL BY THE NUMBERS



## CONNECT YOU WITH YOUR CUSTOMERS

**182** MILLION  
CUSTOMERS MANAGED



WE REACH **1** IN **2** PEOPLE IN THE U.S.

#CustomerCareInteractions **73.70** M

Online Care	52.50 M	Email	4.20 M
Chat	110,000	Live Agent Calls	8.85 M
IVR	8.04 M		

ENHANCE ENGAGEMENTS & TARGET YOUR MESSAGES WITH

**72 BILLION** CUSTOMER DATA POINTS

**30 BILLION** TRANSACTIONAL ATTRIBUTES

**42 BILLION** DEMOGRAPHIC ATTRIBUTES



**+700**

CUSTOMER CARE  
AGENTS WORLDWIDE

**7 YEARS**  
AVERAGE TENURE

## SUPPORT A SEAMLESS CUSTOMER LIFECYCLE

**1.72**  
BILLION

DIGITAL & PRINT  
LABELS PRODUCED

**1**

**BILLION**

TRANSACTIONS PROCESSED  
IN REAL TIME ANNUALLY

**715**  
MILLION

CONSUMER-TARGETED PROMOTIONS



**+128,000**

ONLINE MARKETING PAGES MANAGED



## SIMPLIFY YOUR BUSINESS

**\$7.5**  
BILLION

PROCESSED FOR CLIENTS ANNUALLY

HELPING EXPEDITE CUSTOMERS'  
SHIFT FROM PAPER TO PLASTIC



**185.7** MILLION  
ANNUAL PAYMENTS PROCESSED

**\$24** MILLION  
IN POSTAL SAVINGS  
FOR OUR CLIENTS



3.0 STANDARD COMPLIANT

**100+**

YEARS OF PAYMENT  
EXPERIENCE ON  
EXECUTIVE TEAM



# 2015

## CDS GLOBAL BY THE NUMBERS

### POWERING ELITE OPERATIONS WORLDWIDE

8 MIDWEST LOCATIONS  
OPTIMIZE MAILING & SHIPPING

16 WORLDWIDE  
LOCATIONS

1,173 BRANDS  
SUPPORTED

17 OF THE TOP 25  
CONSUMER MEDIA BRANDS

SERVING 8 OF THE 50  
LARGEST UNITED STATES  
CHARITIES



HEARST corporation

Bloomberg  
Businessweek

CONDÉ NAST



Guideposts

America's  
TEST KITCHEN



Readers  
Digest



ARCHANT

BONNIER  
Corporation

Forbes



AUGUST HOME  
PUBLISHING COMPANY

Pacific magazines

GARDEN & GUN



Operation Smile  
Canada

The Library of America



Harvard  
Business  
Review



SCIENTIFIC  
AMERICAN

WeightWatchers



OWNED BY  
HEARST CORPORATION

### INVESTING IN THE FUTURE

#### HISTORY OF GIVING

HEARST foundations

19,000+ GRANTS  
\$925+ MILLION

\$30+ MILLION  
INVESTED IN TECHNOLOGY

43 YEARS OF  
EXPERIENCE  
DELIVERING  
BEST-IN-CLASS  
SOLUTIONS

