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VP, Customer Experience

NetSpend empowers consumers with the convenience, security and freedom to be self-banked.

Through a nationwide network of more than 96,000 distribution locations and 130,000 reload points, consumers can buy and reload NetSpend prepaid cards. A leading provider of corporate payroll card solutions, NetSpend also helps employers offer all employees a direct deposit option to eliminate expenses associated with paper checks. Their mission is to serve the estimated 68 million underbanked consumers relying on alternative financial services.

How do your customers connect with you?

Our customers are frequently referred to our product by a friend or family member, reviews and ratings are a critical way to help consumers understand the value our product provides.

Through a nationwide network of more than 70,000 distribution locations and 130,000 reload points, consumers can buy and reload NetSpend Prepaid Cards at their convenience. NetSpend is also a leading provider of corporate payroll card solutions that help employers offer all employees a direct deposit option and eliminate expenses.

Tell us about NetSpend's approach to customer service and feedback.

We serve our customers through several channels so customers can interact with us in the way they feel most comfortable. Our focus in all of our service interactions is to develop a long term relationship with our customers by providing the service they need. We also believe it's important to know our customers. Every year, everyone in our company spends the day walking in the footsteps of our customers through our annual Community Connect event.

At NetSpend, we work with customer feedback daily. We look at both positive and negative reviews all day every day, and we respond to each. We use the information in reviews and other customer feedback to drive improvements in our customer experience. We also review all feedback with our president and head of operations monthly.

How has ConsumerAffairs helped?

We have been using ConsumerAffairs since 2013. Prior to working with ConsumerAffairs we were struggling to respond to online review site feedback because many sites didn't verify that the reviewer was a customer, and didn't provide enough information to contact the customer. ConsumerAffairs is professional and has a great interface that allows us to address customer issues quickly.

Which ConsumerAffairs for Brands features have the most value for your team?

There are several ConsumerAffairs for Brands features that feel like they were developed with us in mind. I love the ability to download reviews so I can easily share them with out marketing and operational teams. ConsumerAffairs is always developing new features and their team always acts with the utmost professionalism.

I would absolutely recommend ConsumerAffairs to anyone who wants to resolve negative feedback quickly and share feedback across your company. I regularly call ConsumerAffairs out as one of my favorite partners.

"I feel like we have a more complete story about our product online because of ConsumerAffairs."