



FIRST PERFORMANCE  
GLOBAL

CLIENT  
SUCCESS STORY  
Large Bank &  
Financial Services Company

## MARKET INNOVATION

“ *The product has been very well received by customers. Early marketing results indicated that security messaging was resonating with both affluent and young customers.* ”

~ Bank Executive Vice President

### EXECUTIVE SUMMARY

Our customer was looking to First Performance to improve their digital capabilities for their cardholders. As part of the solution, we provided the bank with a digital platform enabling them to offer their cardholders self-service management, card and channel controls, and real-time alerts. These features and functionality were instrumental in increasing customer satisfaction and loyalty, strengthening their competitive position, and increasing card frequency, spend, and engagement of cardholders.

### CHALLENGES

The bank wanted to deliver a consistent, self-service cardholder experience across both their debit and credit portfolios. They were also looking to offer new digital features and functionality that would increase cardholder loyalty and drive additional cardholder acquisitions.

## SOLUTION

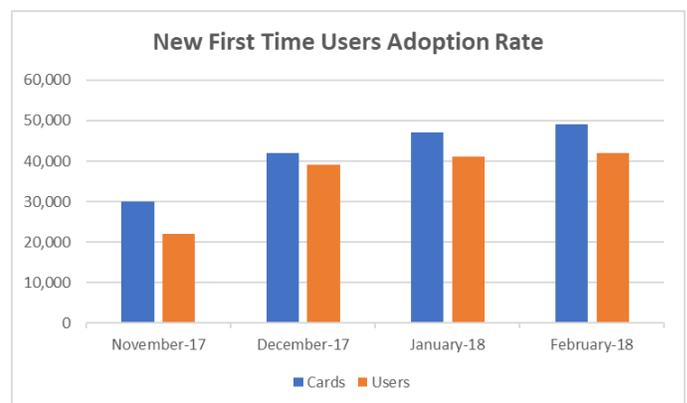
- **Deployment Type:** API Deployment
- **Deployment Model:** Onsite
- **Live Features:** Self-Service Card & Channel Controls, Transaction-Based Alerts, Admin and Call Center Portals
- **Debit Portfolio:** 4M Active Cards
- **Credit Portfolio:** 1M Active Cards
- **Total Cards Enrolled:** 4M
- **Multi-Channel Marketing Program:** TV, Radio, Social Media, Print

## BENEFITS

- Drive additional card usage, card spend, and marketing of the bank's other products and services
- Create a distinct competitive advantage in the marketplace
- Increase mobile adoption
- Provide cardholders with choice, control and convenience to enhance loyalty and create top-of-wallet relationships
- Revolutionize how the bank connects and engages with cardholders
- Achieve a "first to market" position
- Provide new consumer acquisition opportunities

## RESULTS

- **Bank's Marketing Survey Results:**
  - **Over 54%** of mobile cardholders gave the product a **5-star rating**
  - **Over 65%+** of cardholders reported they **would recommend** the product to a friend or colleague
  - **Security messaging** was **rated high** and resonated with both affluent and young customers
  - Strong ratings were given to **ease of use** and **overall satisfaction**
- New digital features, self-service capabilities, and a multi-channel marketing effort resulted in a significant increase in **new card accounts (8,700)** in the first 30 days



*30K to 50K per month for new first-time user adoption*