# 3radical

CONSUMER CREDIT CARD SOLUTION

Financial Services

3radical has developed a **Credit Card Solution** to help ensure that Financial Institutions are able to increase a user's interest in and use of their credit card, by providing a fun and rewarding engagement.

Challenge

How do you differentiate and create a distinct proposition for your credit card when your customers have so many choices of credit cards and ways to pay?
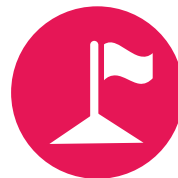
Key Objectives

- Deliver a mobile application and increase its user base and number of downloads.
- Use a mobile application to enhance level of engagement.
- Increase redemption levels of exclusive deals and prizes through the awarding of mobile coupons.
- Increase overall card spending.
- Increase Customer Lifetime Value by achieving top-of-mind awareness for the credit card as the preferred choice of card spending.

BEST PRACTICE APPROACH

The 3radical Voco platorm helps Financial Institutions optimise the use of their credit cards by:

• Supporting a mobile application with highly rewarding and immersive engagement experiences

• Enabling content, exclusive deals and various games to be constantly added and updated

• Delivering highly relevant offers to individuals at the right place and time

• Optimising the user experience based on consumer insights and in-app behaviours

• Rewarding users with offers and prizes that are easily accessible in a "My Coupons" wallet

• Providing users with the opportunity to select their choices of prizes

• Running games over an extended period of time to ensure ongoing participation

• Serving push notifications when users are within a set distance of a participating retailer
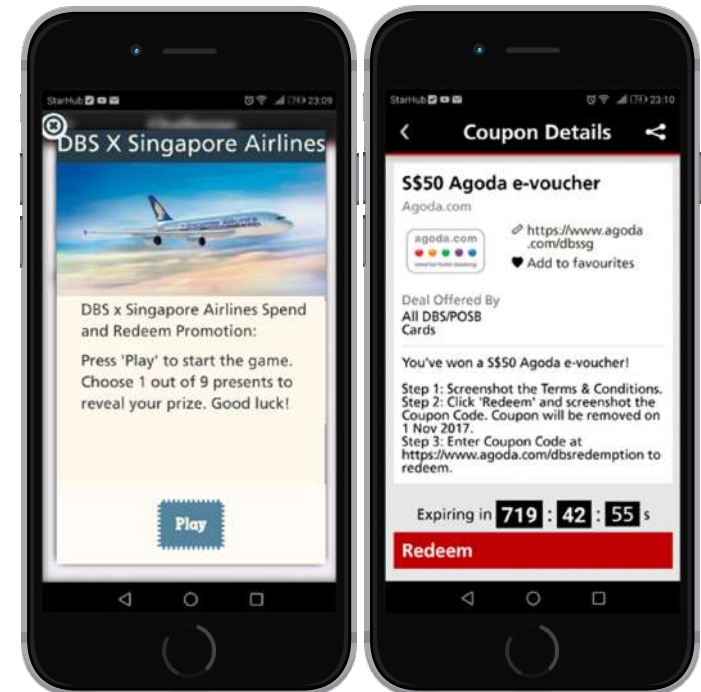
BENEFITS

★ An increased number of mobile app downloads

★ Increased frequency of credit card use

★ Increased level of credit card spend per account holder

★ Greater cross-sell of additional services

★ Higher percentage of vouchers redeemed

★ Higher top-of-mind awareness and customer satisfaction level

IMPLEMENTATION
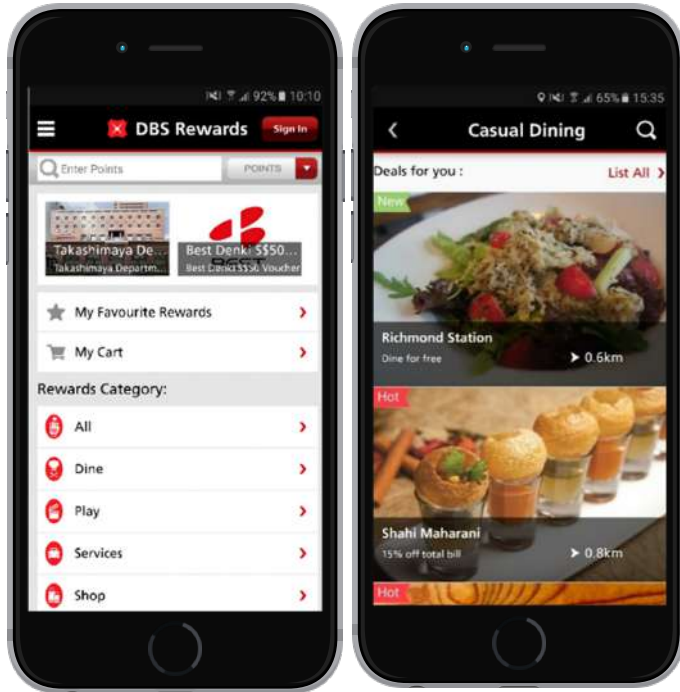
- Agree scope and timelines
- Confirm overall purpose
- Identify specific goals
- Qualify metrics to be used
- Establish storylines
- Identify key triggers
- Identify key data to be capture and applied

- Set segmentation, eligibility rules
- Agree and develop key content
- Map-out consumer engagement journeys
- Identify preferred mechanics
- Agree on rewards to be offered
- Develop roll-out / launch plan
- Implement programme

TIPS & TRICKS

✔ **Capture and apply in-app data:**

- Account details (gender, type of card held etc)
- Device info (phone, model, OS)
- Activity level (app launches, session intervals, searches, deals viewed in specific categories)
- Engagement level (app usage frequency, session length, coupons redeemed)

✔ **Use location and metadata (e.g. weather) to trigger notifications**

✔ **Apply segmentation, eligibility rules, and in-app behaviour to ensure highly relevant engagements**

Select a Christmas gift!

Easy to implement

Pre-defined templates

Seamless integration with other systems

Multitude of behavioural mechanics to choose from

All forms of rewards can be offered

Ability to enable contextual relevance through in-app data and pass back to CRM system

DBS

3radical is THE AUDIENCE ENGAGEMENT COMPANY. We are focused on getting and keeping an individual's attention in today's increasingly noisy and complex world, thereby driving desirable behaviours and outcomes.