



CASE STUDY: BUILD A SOUND STRATEGY FOR GROWTH USING DATA

An organization that services credit cards and loyalty programs improves results via strategic data management and analytics

Overview

A Fortune 500 card services provider needed a way to optimize how it retrieves and analyzes data for each of its 135 private-label credit card merchants in order to provide customized loyalty marketing services.

After working with Fusion Alliance, the client gained a roadmap that outlined areas for improvement and strategies that would enable the company to cater to the needs of merchants and reach additional clients. The end result was a strategic data management and analytics strategy that would build out a better future.

Market Reality

The ability to analyze quality data in a timely manner allows loyalty

marketing companies to create strategic campaigns targeting new and existing cardholders.

As new technology continues to drive the market across industries, it is imperative that loyalty marketing companies implement data-driven solutions to manage the increasing volume of customized client demands.

Business Opportunity

This company's existing data management and analytics platform supported marketing and financial analytics, but the company recognized a need to optimize these systems to align with its expanding business vision and strategy. The organization turned to Fusion for help in developing a strategic data management and analytics

Objectives

- Create a strategic data management program to drive data and analytics maturity
- Optimize teams to enable delivery of customized client solutions more efficiently
- Establish greater oversight of goals and results from investing in a strategic data management and analytics program

Approach

- Assess the current internal data management and analytics infrastructure against the market
- Create a strategy and roadmap aligned to corporate objectives to transform to optimized data management capabilities over the next three years

Business Impact

- Established a governance council that oversees the strategic data management and analytics portfolio
- Streamlined process to enable customized analytics solutions to drive greater value for merchant brand partners

Keys to Success

- Executive support and engagement
- Fusion Alliance's deep knowledge and experience within the domain of strategic data management
- Jumpstart methodology utilizing established playbooks and process guides

strategy and a roadmap to guide the optimization journey.

The Solution

At the time Fusion got involved, the client's brand partners included 135 different merchants with private-label credit cards. For each merchant, the company provided reports and analytics based on a unique set of requirements. They saw that they needed a strategy to better manage the volume of reports with their current resources and still maintain the level of customization clients were accustomed to, especially as the brand-partner portfolio continued to grow.

In order to implement the best solution possible, Fusion completed a comprehensive evaluation to determine current business needs, requirements and market opportunities. Fusion assessed the technical landscape and reviewed the client's current strategic plan. The companies then worked together to create a data management and analytics strategy and a multiyear roadmap.

With the full support of the client's executive committee, Fusion began solution delivery, starting with the creation of an Enterprise Data Governance Council, appointed to oversee the Data Management and Analytics Program. The process was accelerated by applying Fusion's comprehensive Catalyst Strategic Data Management framework. Through this approach, Fusion completed the data management and analytics strategy and roadmap on a fast-paced schedule, allowing the client to more effectively guide development efforts needed to deliver analytic enablement in support of business objectives.

Relevant Takeaways

To remain successful in today's market every business must constantly examine both internal processes and the status of the market and industry.

- Spending time and resources to complete a full assessment of your organization/market and then implementing any identified strategies can lead to better business results.
- Assess your current corporate landscape to identify strengths and areas of improvement. Data management should be a key aspect of these assessments.
- Data and technology remain at the forefront of today's industries, so successful data management is imperative to increased success within your market and across industries.

About the Client

This client is a fortune 500 company that provides loyalty and marketing solutions, including private-label credit cards, loyalty programs and direct marketing services. The company provides services for more than 1,000 different customers worldwide.

Through data collection and analysis, the company is able to build loyalty marketing programs across industries such as retail, travel, financial services and more.



Fusion Alliance

About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

For more information

*Mark Johnson
Strategic Data Management and
Analytics Executive
mjohnson@fusionalliance.com*

*Kimberly Johnson
Business Development Director
kjohnson@fusionalliance.com*



Fusion Alliance

©2018 Fusion Alliance. All Rights Reserved.