

Accelerating Credit Card Growth with Salesforce for an Indian Bank

Key Challenges



- A leading Indian bank struggled to expand its credit card market share, including:
- Acquiring new customers amidst fierce competition
- Boosting transaction volumes and interest income
- Mitigating credit risk and minimizing defaults

Business Solution



- Incedo implemented a comprehensive Salesforce-based solution to streamline credit card operations
- Leveraged marketing cloud for automated, targeted campaigns
- Customized sales cloud for efficient customer acquisition and risk management
- Integrated service cloud for enhanced customer support

Business Impact



20%

increase in new credit card customers

15%

uplift in credit card revenue

2%

reduction in delinquency rates and risks



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