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Digitized Rewards Management for Credit Card Sales Team of a Leading US Bank

Key Challenges

- High cost of running rewards management operations

- Lack of visibility of funds, service requests, rewards redemption status

- Lots of manual processes leading to errors in disbursements

- Manual process of collecting tax information from bankers

Business Solution

- Self-service and automated platform to manage reward programs

- Interactive dashboards for service team to track the entire process

- Self-service of service request and issues raised by bankers

- Choice of payment rails and visibility of reward disbursement

Business Impact

60%
increase in adoption of new platform by bankers

75%
reduction in the support requests

~500,000
payments disbursed every year

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