

Customer Acquisition



Client's Challenge

“Top 10” credit card issuer needed quick action to overcome inconsistent and declining customer acquisition performance.

iPacesetters' Solutions

- Cross-functional specialists built requirements and milestones.
- Dynamic scripting and training shells allowed for quick updates.
- Utilized team mentors to scale rapidly and consistently.
- Direct feedback of testing cells improved targeting.

Outcomes

- Achieved 60 day launch and reached performance goals within 4 weeks from launch.
- Averaged >14% per order savings.
- File penetration levels increased by 15% over prior year.

