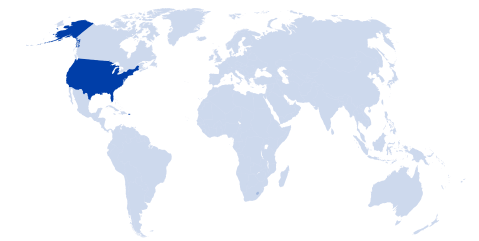


Branch Acquisition Optimization



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Issuer Client



Challenge

A U.S.-based credit union group service provider was seeking to help its member institutions increase awareness and penetration of its credit card products. The member credit unions were especially interested in acquiring new credit card accounts through the branch channel due to its cost effectiveness and because doing so would build upon the strong relationships the credit unions had already developed with their existing members.

Solution

The client engaged Visa Performance Solutions to conceptualize, build and execute an in-branch acquisition program for over 200 credit unions across the country. Our solution approach included these actions:

- Provided training to credit union employees on credit card products in order to effectively engage members and support proactive sales / cross-selling techniques
- Sponsored a reward / bounty program for credit union employees that successfully accepted credit card applications
- Designed a clear promotional window for each participating credit union that fostered competition amongst branch employees

Client Impact

70% of the participating credit unions saw an increase in credit card applications due to the promotion



70% of the participating credit unions saw an **increase**

Visa Performance Solutions is the advisory business arm of Visa, Inc. Our tailored consulting services and automated solutions are designed to help financial institutions, acquirers, and merchants succeed in today's fast-changing payments industry. For more information, please visit www.visa.com/VPS or send an e-mail to vps@visa.com.

