

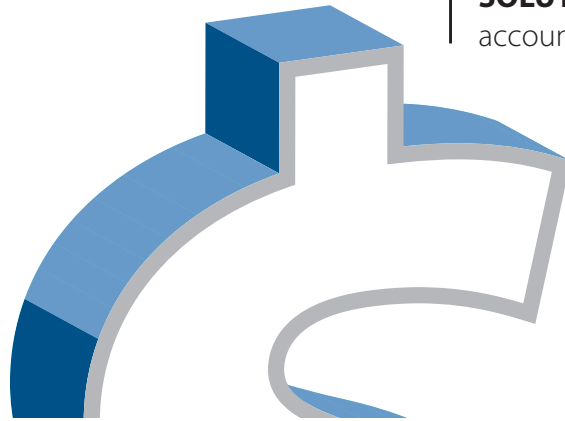
Enterprise Strategy for a Financial Membership Organization with High Servicing Standards

CHALLENGE: Leverage segmentation to vary rules and branding by account.

SOLUTION: Provided multiple brands, earning rules and rewards offers in one program.

CHALLENGE: Administrative interfaces with real-time integration.

SOLUTION: Provided access to customer accounts for real-time issue resolution.



An enterprise-wide strategy for future growth and member loyalty.



CHALLENGE: System scalability for aggregation regardless of product type.

SOLUTION: Provided householding of multiple products into a single rewards account.

CHALLENGE: Development of standardized interfaces and accrual consulting.

SOLUTION: Provided reconciliation of data from multiple product systems.