

BACKGROUND

A large credit card provider wanted to integrate a rewards program aimed at boosting the awareness of branded personal credit cards or Platinum MasterCards within a large retail gas station. Awareness was the number one priority, so a large communication campaign had to be developed that would generate excitement and motivate station employees to increase the number of submitted applications.

Additionally, the credit card company needed a program with the appropriate technology setup. Since the participants of the program would not be employees of the card company, and the card company had challenges in terms of getting effective employment from gas stations, the system had to be developed in a way that would allow local management of store rosters.

KEY OBJECTIVES

Effectively raise awareness and increase the number of submitted credit card applications within each participating station.

Develop a program communication campaign to generate excitement and buy-in for the program as well as educate the participants about the benefits of the cards.

Implement technology capable of allowing local program management, including on-boarding new hires, as well as providing the necessary custom reports for the card company, the gas stations, and the participating stations.

PROGRAM DESIGN

Participants in the program include station employees, who receive points for each application submitted. Managers at participating would also receive points for each application submitted by customers. The applications had to include the Employee ID to get points credited to the employee. In addition, employees would earn a bonus for reaching a cumulative milestone of applications, 10, 25, or 50 applications received.

Managers at each participating station are the primary program champions, responsible for setting up new participants in the website database system and getting new hires up to speed on how the program operates.

Communications were developed around an existing theme “Build a Relationship That’s Worth Something to You.” A web card was developed to be given to each participant along with a website ID. Individual participant brochures that explained the program were developed. A quick reference guide for each station’s point-of-purchase area to help station employees understand the benefits of applying for the credit card and communicate those perks to the prospective customers. A video was also created to explain how the program worked and the benefits to employees and customers. A special guide Manager “how-to” video was also created because of their importance to the success of the program. Launch kits were sent to all managers.

RESULTS

A pilot program was launched to 550 test stations. Success at those stations will dictate expansion to 10,000 other stations