

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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