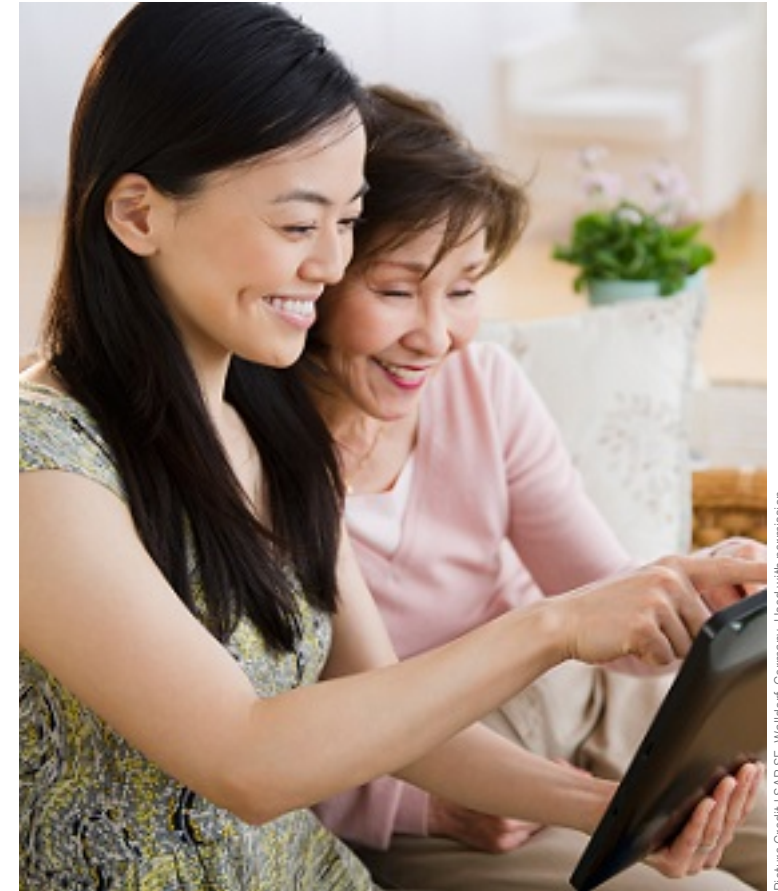


POCKET CARD: Doubling Revenue from Direct Mail Campaigns with SAP® InfiniteInsight®

From credit cards to loans to insurance and more, over 5 million customers in Japan rely on financial services from POCKET CARD Co., Ltd. Founded in Minato-Ku, Tokyo, in 1982, the company was looking to uncover hidden revenue potential across its existing customer base as well as to reactivate nonactive customers and identify new ones.

With the SAP® InfiniteInsight® solution, POCKET CARD is taking advantage of the power of predictive analytics to better target customers for promotional campaigns. Analysts are able to build predictive models from millions of customer records and tens of millions of historical account transactions within a few hours. The result has been drastic increases in the success of telemarketing and direct mail campaigns, which means that more customers, new and old, are getting the financial services they need.



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Executive overview

Company

POCKET CARD Co., Ltd.

Headquarters

Tokyo, Japan

Industry

Banking

Products and Services

Financial services, including credit card, loan, and insurance agency services

Employees

350

Revenue

¥34,174 million
(US\$312.8 million)

Web Site

www.pocketcard.co.jp

BUSINESS TRANSFORMATION

Top objectives

- Increase revenue by promoting cash advance services and revolving credit and by streamlining marketing calls for affiliated insurance services
- Reactivate nonactive existing cardholders and find a new customer base suitable for specific services

Resolution

- Adopted the SAP® InfiniteInsight® solution for predictive modeling and data analysis to gain customer insight
- Enabled data-driven customer segment targeting decisions for each campaign, rather than relying solely on marketer experience
- Enabled the analysis of enormous amounts of data such as monthly credit card statements, outstanding loans, and repayments

Key benefits

- Allows analysts to simulate infinite scenarios and select the optimal models for their business needs
- Enables the building of predictive models from millions of customer records and tens of millions of historical account transactions within a few hours

“The total turnover for targeted direct mail campaigns doubled, thanks to SAP InfiniteInsight.”

Kuniharu Takenaka, Manager, Sales Planning, POCKET CARD Co., Ltd.

TOP BENEFITS ACHIEVED

180%

Boost in the sales conversion rate of telemarketing calls for insurance services

200%

Increase in total revenue for targeted direct mail, compared with mailing to lists of nonactive cardholders compiled without models

400%

Higher conversion for promotional campaigns for cash advance and revolving credit with preferential interest rates to new customers

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