

CASE STUDY



Client: Samsung Card Co., Ltd
Solution: Customer Loyalty Program

Samsung Card is one of Korea's leading credit companies, serving over 11 million members with an annual transaction amount of more than \$75 trillion. Samsung Card manages customers' credit with a sophisticated high tech total management system while offering a range of financial services for its various segments.

THE PROBLEM

The Korean credit card market was going through an appalling phase due to continued economic downturn. There was increased competition from new players and brands in the market. Faced with a high default rate and decreased consumer sentiment, Samsung Card wanted to:

- Reach out to their customers and incentivize them for using Samsung Card.
- Increase customer loyalty by providing customized and unparalleled level of service/benefits to their customers.
- Recruit and promote their network of partners.
- Increase their market presence and build a relatively strong position in the Korean credit card market

THE BUSINESS CHALLENGE

Given SurfGold's specialized experience in customer and partner loyalty solutions throughout Asia-Pacific, Samsung Card approached SurfGold to:

- Build a common platform that caters to the needs and wants of Samsung Card customers and partners and provide them with better service and treatment.
- Craft a comprehensive business model for both its customers and partners

THE SOLUTION

SURFGOLD PROPOSED:

To achieve these objectives, SurfGold designed an e-business model that provides beneficial info. to customers and increased revenue opportunities for partners. SurfGold also took upon the task to manage the entire program itself including planning, execution and evaluation.



" During the course of the program, SurfGold also tracked the profile of the customers visiting the website such as age, occupation, most visited webpages and least visited webpages on a consistent basis. The information was then utilized to introduce several short-term promotions during the program"



보너스 클럽

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SOLUTION IMPLEMENTATION

SurfGold designed the Samsung Card “samsunglifEnjoy” (www.samsunglifEnjoy.com) program, a website aimed towards increasing customer loyalty by offering them greater benefits and driving Samsung Card holders to transact at Samsung Card partner locations

The program was implemented in the following manner:

- SurfGold set up separate office at Samsung Card team to meet the requirements of secure guidelines and improve work flow.
- The program website provided various services to card users , Samsung Card partners’ list with their beneficial offer such as bonus point , giveaway events, discount coupons and installment purchase without any additional pricing
- Several program accelerators such as good pot lottery, games and online quizzes were introduced to maintain excitement during the course of the program.
- The program website also allowed Samsung Card partners to advertise on the website and provide special offers to customers

THE RESULTS

Within the first 6 months of running the program, surfgold managed to

- Increase the cumulative transactional value for Samsung Card by a significant amount
- More than 20,000 partners enrolled as bonus club members in various segments such as shopping, restaurants and travel etc.
- The program will be expanded to launch exciting advertisement programs for partners to attract more customers
- SurfGold is also launching an online redemption mall where Samsung Card customers would be able to redeem their loyalty points in exchange for a huge variety of rewards to choose from. .



CRITICAL SUCCESS FACTOR

Effective utilization of customer information to drive channel revenue

SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.

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SurfGold
Building Loyalty in Relationships