Retail Case Study

PROJECT OVERVIEW

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How to Implement a Private Label and Co-Branded Credit Card

This client is a national fashion retailer renowned for its blend of classic and modern designs, offering a diverse range of clothing for men, women, and children. The client was looking to switch bank partners for their private label credit card program and wanted to add a co-branded option to their credit card portfolio as well. They hoped to improve bank-side customer support through a bank switch and expand the cardholder population by adding a co-branded card option that customers could use to shop beyond the client's doors.

The client engaged Clarkston Consulting to provide technical program management direction for the bank cutover and co-branded credit card implementation. Clarkston partnered with the bank vendor, client stakeholders, and other third parties involved in the implementation to facilitate program design sessions, requirements gathering, development, quality assurance (QA), and product launch. Clarkston oversaw prioritization of development tasks across client, bank, and third-party teams and ensured the project stayed on track despite significant hurdles throughout the year-long engagement.

As a result of the engagement, the project was successfully completed on schedule and the client was able to launch their new card program on the intended date.

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INDUSTRY:

Retail

PRODUCT AND SERVICES:

Specialty Retail/Apparel

PRIMARY OBJECTIVES:

- Transition current private label cardholders from the previous bank partner to the new bank partner seamlessly
- Introduce a co-branded card option that can be applied for and used on launch day
- Ensure back-end systems are set up to support routing to the new bank partner and accept the new co-branded card
- Adjust the loyalty program rules based on new business requirements for the card program

RESOLUTION:

- Led program design sessions with client and bank teams
- Oversaw timing and prioritization of development and QA cycles across client, bank, and vendor teams
- Facilitated collaboration across multiple vendors to ensure requirements were met, testing was comprehensive, and the schedule was maintained
- Developed comprehensive materials and led bi-weekly executive steering committees proactively, driving strategic decision-making and ensuring alignment with organizational objectives
- Raised purposeful escalations to quickly relieve roadblocks impacting timeline, budget, or scope
- Provided on-site support throughout launch weekend and into the hypercare phase

KEY BENEFITS:

- Private label card cutover and co-branded card launch completed on schedule
- Ability for customers to now apply for the card, pay off their card balance, and lookup their card account in stores and online

KPIs

- 150+ client-side resources involved in the project
- 220+ line cutover plan created across multiple teams from 8 companies, including 10 teams within the client's organization alone
- Expected $50 million in incremental revenue through the multi-year contract with the bank as a result of the program

CONTACT US

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