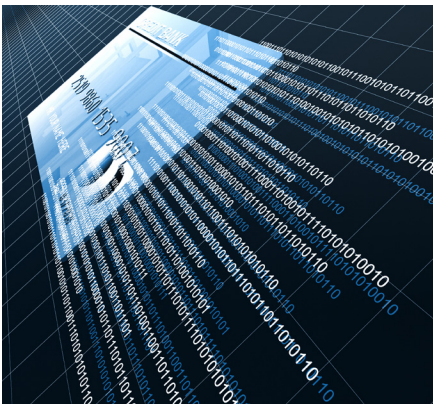


## 28% INCREASE IN CARD MEMBER SPEND BY IMPLEMENTING A SOCIAL PROMOTION PLATFORM

### BUSINESS GOALS

The customer is a diversified global financial services company that provides credit card services and financial products. They partnered with Atos Syntel to Leverage social media network to launch an s-commerce experience, increase brand awareness, personalize customer engagement and generate new avenues of business.



### BUSINESS BENEFITS

- Provided a platform to grow a community and develop brand stickiness
- Helped client position itself as a leader in the rapidly evolving world of social commerce
- Personalized deals based on cardholders' likes, interests, profile information, and behavioral analytics
- First initiative and innovative model to build e-commerce on social media
- First ever product to enable one click purchase on the micro blogging platform
- 28% jump in card member spending through 'Small Business Saturday' program

### SOLUTION

- Built the innovative location-based campaign using social media network
- Designed and built the Smart Offer API platform on IBM WebSphere SOA stack to integrate with social media accounts
- Integrated with FourSquare using a secure OAuth 2.0 protocol
- The digital platform also provided detailed reporting on deal redemption and customer loyalty to help merchants design their digital marketing programs
- Enhanced backend systems for coupon redemption matching and statement crediting
- Developed robust and secure web services for security and confidentiality
- Built ability to dynamically push offers to the brand network via client's proprietary offer repository system
- Personalized promotions based on location and tweets

### About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at: [www.atos-syntel.net](http://www.atos-syntel.net)