

USE CASE

BOOSTING SALES WITH PROPRIETARY CREDIT CARDS

Proprietary credit cards, also called private label cards are offered by large retailers to encourage customers to spend more by rewarding them with lenient, extended terms and rewards in exchange for repeat business and customer loyalty. However, without the proper data, it can be difficult for retailers to measure the effectiveness of these types of offers on sales.

Challenges

This big box retailer knew that their associates weren't pushing for credit card sign-ups at the register as aggressively as they could. Unfortunately, business leaders had no way to determine if these cards were having a big enough impact on sales to justify proper training for cashiers and/or discounts to encourage increased customer credit card registrations.

Solution

The retailer used Agilence to identify the sales value of customer transactions using the proprietary credit card. The data indicated that when the proprietary credit card was used, the order total was \$27 higher on average than the average order total of all credit card sales. If they pushed proprietary credit card sign ups at the register and increased proprietary credit card penetration, they would have an opportunity for significant basket value increase and improved top line sales. The Agilence dashboard dedicated to this project included high and low performers by store as well to identify which stores are doing well and which stores required additional training.

Benefits By the Numbers

- Proper training for associates and an increased effort to register customers for proprietary credit cards revealed an opportunity to add \$1.8 million in top line sales to the enterprise annually.

Additional Benefits

- Agilence is now used across multiple departments: Internal Audit, Marketing, Legal, Asset Protection, Operations, and more.

Large retail brands have unique needs, but the right data tools can help them uncover operational inefficiencies and boost profits. This big box retailer offers a variety of products such as toys, electronics, furniture, sporting goods, clothing, groceries, and more with 200+ locations on the eastern coast of the United States.