

CUSTOMER STORY

Major credit card issuer pinpoints cross-sell opportunities by identifying consumer accounts held by business owners and executives



A major national credit card issuer was looking for new ways to differentiate its offerings in a saturated market.



THE CHALLENGE

The company's goal was to gain greater share of wallet by offering better, more complete service to existing customers. A key component of this approach was to identify consumer customers who are also business owners or corporate executives, then offer these customers business products and services. Typically, in industries such as financial services, 10% or more of a company's consumer customers also need business products. Converting these customers is easier and less expensive than finding new prospects. Focusing on high potential consumer-to-business cross-sell opportunities can increase revenue and profits while also increasing customer satisfaction and loyalty.



THE SOLUTION

Using Dun & Bradstreet's Optimizer solution with Consumer-to-Business Account Identification we were able to identify more than 500,000 consumer customers, about 10% of its consumer portfolio that have business needs. Armed with the Dun & Bradstreet insight that included geography, revenue, SIC codes and employee count, the company was able to target these customers with customized messages and compelling offers.



HOW IT WORKS

Dun & Bradstreet's Consumer-to-Business Account Matching uses a multi-step process to normalize and standardize records for matching after consumer files are received from the customer.

- Name, Address and Phone Number on each input record was matched against the Dun & Bradstreet database to identify business owners and executives in the consumer file.
- Next, the D&B D-U-N-S® Number for businesses was appended adding business information to the record for each matched entity.

“Dun & Bradstreet's Consumer-to-Business Account Identification gave us an efficient way to achieve a key strategic objective—identifying customers of our consumer products who are ideal candidates for our business products. The rigor of their process and the breadth and depth of their business information ensured that the rate and quality of the matching was high.”

Vice President of Marketing, Major National Credit Card Issuer



RESULTS/ROI

Dun & Bradstreet's rigorous proprietary matching process ensures high-rate, high quality matching of consumer customers who are also business owners or executives. Optimizer's Consumer-to-Business Account Identification can help:

- Grow revenues and profits while also increasing customer satisfaction and loyalty by meeting the full range of customers' consumer and business needs.
- Focus on high-potential consumer-to-business cross-sell opportunities by identifying which of your consumer customers are business owners or corporate executives.
- Acquire new business customers from within your consumer portfolio at a much lower cost than capturing prospects who aren't already doing business with you.
- Get detailed profiles of your best consumer-to-business cross-sell opportunities by geography, revenues, SIC codes, employee count, and other relevant criteria.

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ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.