Increase Card Usage

with Personalized Push Notification
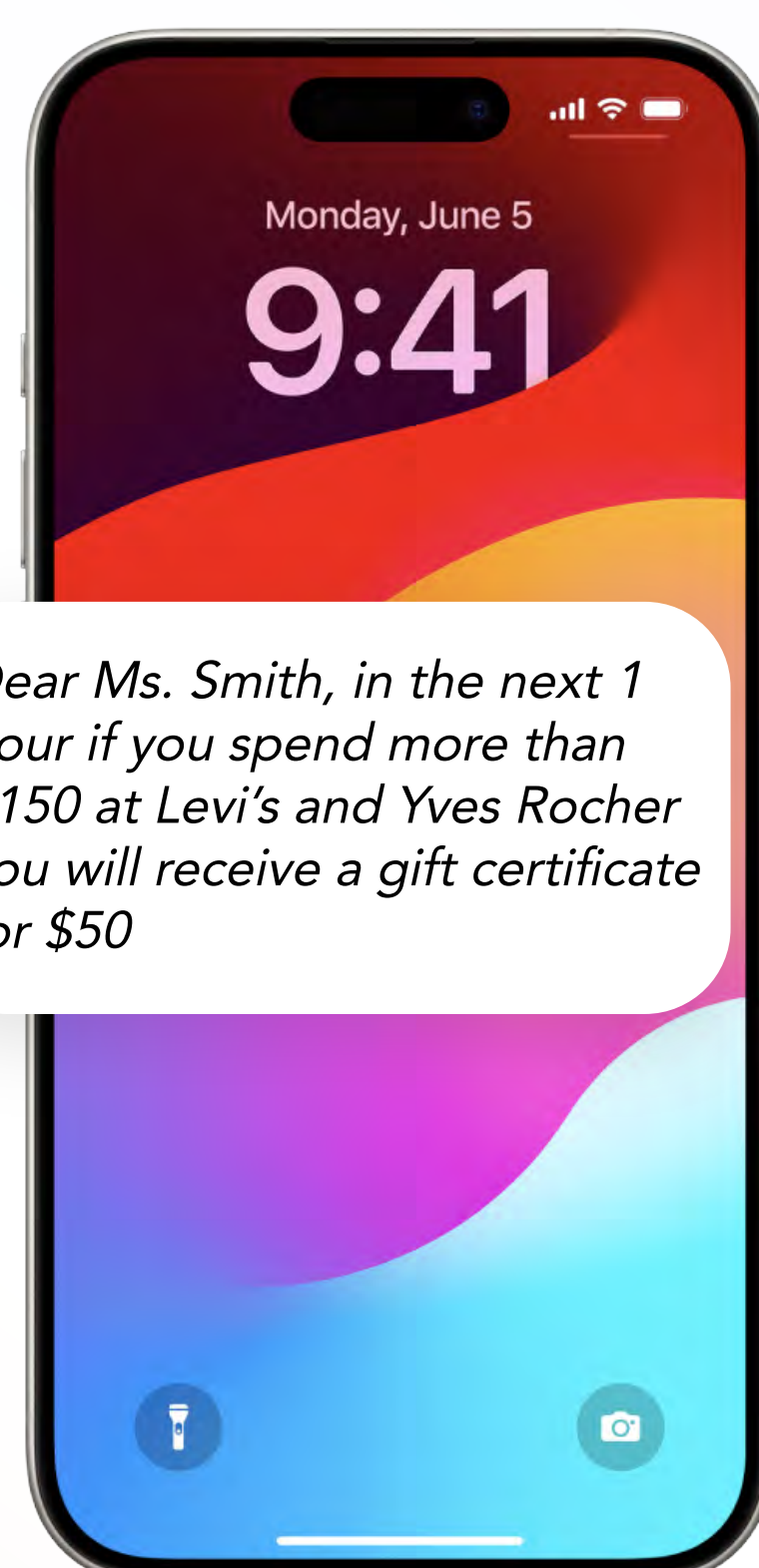
Without Evam

1. Customer will continue shopping
2. Customer will stop shopping and leave shopping center

With Evam

Monday, June 5

9:41

Dear Ms. Smith, in the next 1 hour if you spend more than $150 at Levi's and Yves Rocher you will receive a gift certificate for $50

Platinum card customer has just done a transaction at Tommy Hilfiger in Palms Shopping Center.

Why It Matters?

1
Increase basket size with the next most probable transaction

2
Increase customer loyalty with a direct and targeted marketing campaign

3
Increase Word of Mouth and create brand advocates

Upsell

with Personalized Push Notification

Without Evam

1. Customer uses another card
2. Customer pays with cash
3. Embarrassed customer walks out the store with no purchase

With Evam

Monday, June 5

9:41

Ms. Smith, your recent transaction was declined due to insufficient funds. Good news! We've increased your limit by $500, ensuring approval this time. Please retry. Visit a branch in the coming days to raise your limit by an extra $1000. Thank you!
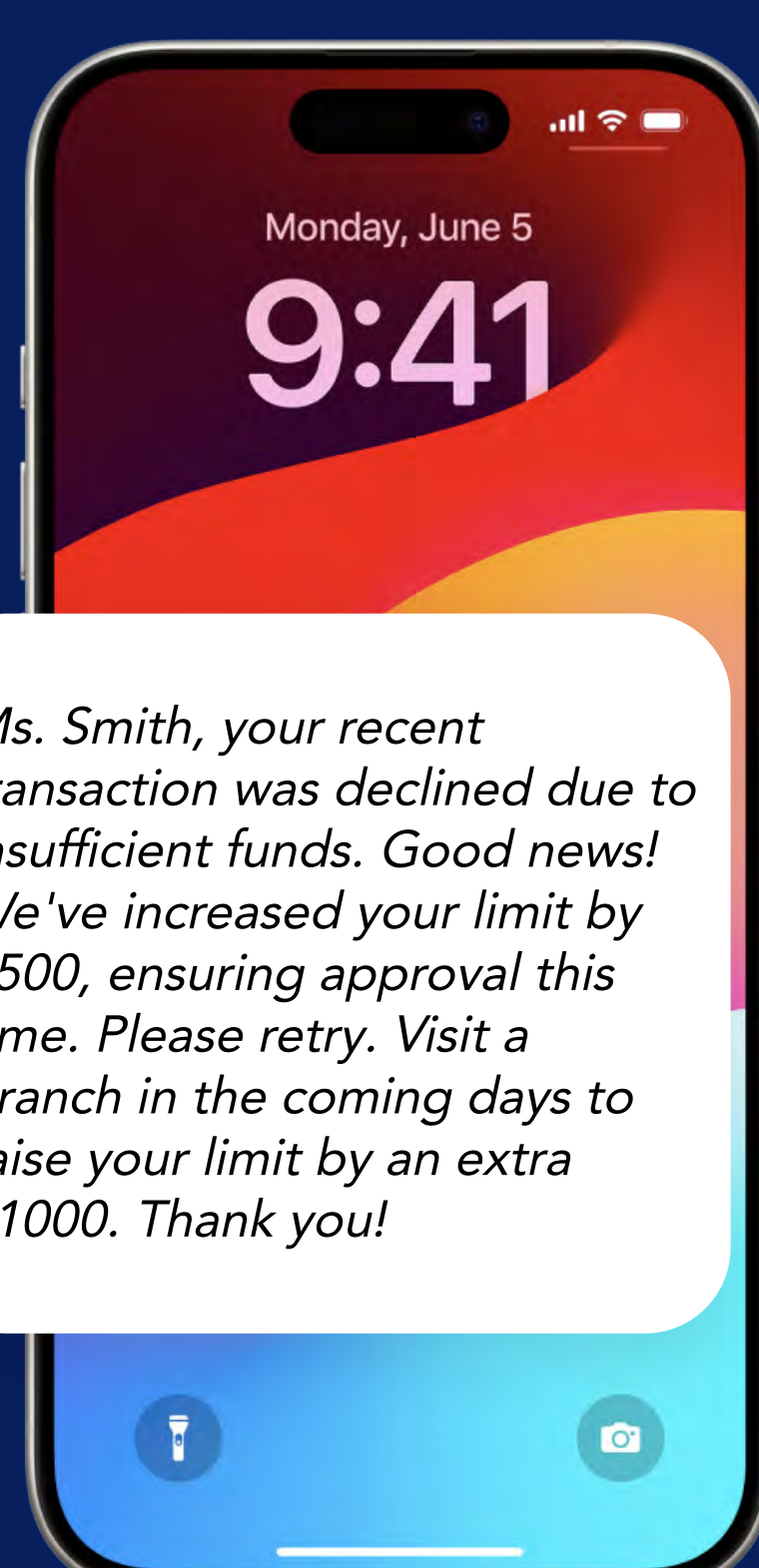
Customers Platinum Card is declined due to insufficient funds of $500 at the POS terminal while shopping with basket full of items already bagged.

Why It Matters?

1
A transaction that would be lost to another card or cash is saved

2
Additional limit is sold to customer

3
Customer loyalty is increased


Pre-Emptive Retention

with Personalized Push Notification

Without Evam

1. Customer contacts the call center and complains about the issue
2. Customer registers another card

With Evam

Monday, June 5

9:41

Ms. Smith, your recent UBER transaction was declined due to online transaction restrictions on your credit card. To enable online transactions, go to your app settings and press 'Allow online transactions' Thank you!

Customer registers her Debit Card to Uber application. System rejects the card and does not approve the registered card.
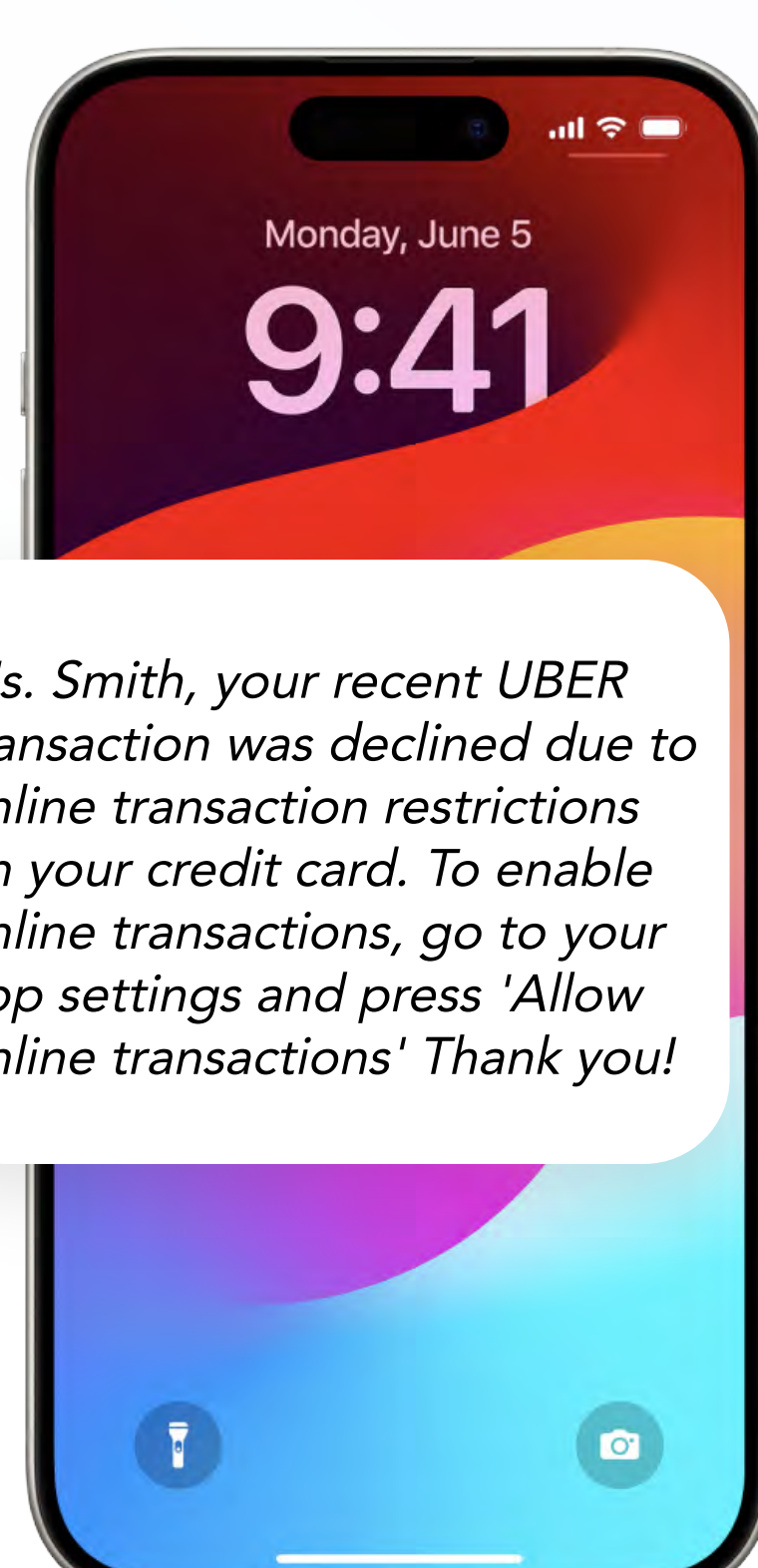
Why It Matters?

1
Current and future transactions that will come through this subscription is saved

2
Customer loyalty is increased- most likely card for all future online transactions

3
The customer will talk about this positive experience to friends and colleagues (Increased WOMI)

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evam