

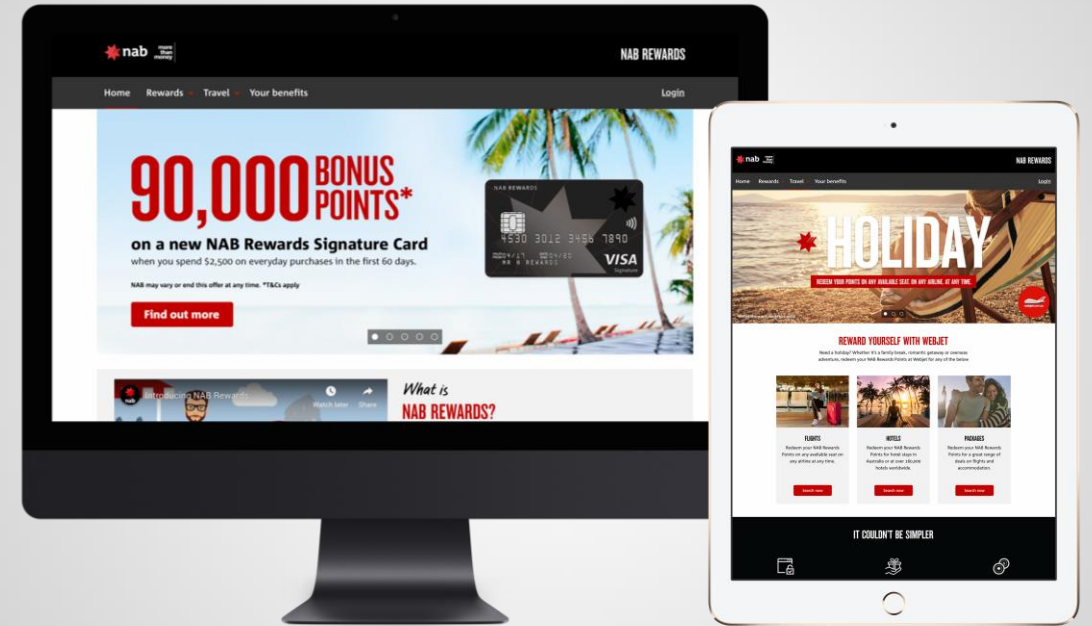
REDESIGN GIVES GENEROUS REWARDS TO ITS MEMBERS

Challenge

NABs credit card portfolio did not own the currency and therefore the team could not manage their points liability. In a highly competitive space, NAB needed to leverage its customer data to improve and personalize the customer experience.

Approach

- Aimia leveraged loyalty, communications and rewards platforms to run the program. Additionally, Aimia provided data analytics and a dedicated client team based in Melbourne
- Aimia designed & implemented a reward catalogue where customers can redeem points for rewards from a wide variety of top brands
- Our analytics team delivered insights and reporting for program performance, customer communications, rewards and program growth strategies



Results

80%

Of accounts have credit card spend in the last 3 months

30%

Increase in members who redeem for rewards per month

\$97

Average spend per transaction