

leap!: band-aids

The first attempt to communicate differently was acknowledging mistakes. This program was designed to give back to our most valued customers. By creating a dialogue with customers, we established a more transparent relationship and opened the door to a brand new experience.

Issue Addressed

Some of the most important issues included reprice, CLI declines, authorization blocks, rewards redemption issues, overlimit/late fees and a general 'oops' for miscellaneous issues.

Project Goals

- ▶ Redefine the relationship between customers and their credit card company
- ▶ Open the channels of communication to establish a more open and transparent interaction
- ▶ Treat our customers better

