

Operationalizing a consumer service channel in under 4 months

Description:

Over the course of four months, infoedge fully operationalized a digital strategy, which included creating a new digital marketing platform and electronic communication channels to engage with consumers more effectively and at a lower-cost. infoedge also implemented processes for ongoing engagement based on consumer needs.

Problem:

A leading debt management and recovery solutions provider needed a lower-cost solution to better engage with consumers. Consumer engagement relied heavily on traditional paper mail, and frequency and types of touchpoints were highly restricted by federal and national law.

Infoedge approach:

Over the course of four months, infoedge mobilized the new subsidiary from proof of concept to a fully fledged and operating legal entity, encompassing four key work streams: (1) product development, (2) operations, (3) marketing, and (4) partnerships. This led to the creation of an online marketplace of partnerships that provided earning potential, saving tools, financial know-how, and volunteer opportunities. The goal was to help speed the consumer road to recovery.

1. infoedge oversaw the development and user experience of a web portal and mobile app.
2. infoedge led the domestic pilot programs and hosted account manager trainings to support the international launch.
3. Infoedge designed all marketing collateral and oversaw social, digital, and content marketing.
4. Infoedge identified tailored consumer offerings and managed onboarding of eight partners in the new marketplace.

Key insights:

- ❖ Digital marketing as preferred communication. Email and mobile applications are more accessible and convenient than mail.
- ❖ Consumer research via consumer personas and a/b testing enables better tailoring of offers to meet consumer needs.
- ❖ Conversion requires 7-10 touchpoints and minimal steps to conversion. Content marketing enhances stickiness.
- ❖ Intrinsic and extrinsic motivators are required to acquire leads and obtain workforce buy-in.