

# Increasing Adoption of Virtual Cards (VCA) for a Leading Bank in US



## Key Challenges



- Absence of standardized data driven prioritization and targeting framework
- Mechanical campaign content and outreach strategy with no clear call to action
- Manual operational workflows leading to disconnect in strategy to execution
- Sub optimal reporting structure leading to non-transparency over VCA adoption

## Business Solution



- > Supplier prioritization and targeting through data insights via ML framework
- > Outreach strategy leveraging a combination of optimal channel and messaging
- > Content design and creation basis outreach strategy and email personalization
- > Service desk support to improve supplier usage

## Business Impact



**166%**

increase in virtual card adoption rate, from 15% to 40%

**2x**

increase in usage of virtual cards

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