



Launching a Store Credit Card



Client Issue

A leading UK retailer was seeking to launch a store card to provide their customers with interest free credit on purchases made in store. They also wanted the capability of developing the store card into a universally accepted branded credit card in the future.

The client required specialist support to undertake the strategic and business requirements aspect, and to provide project management for the implementation.

Our Response

Nemea were engaged to manage the overall project and to undertake detailed business requirements analysis using the client's own methodology. The project required the co-ordination of several external parties in parallel, to deliver a single system.

A 6-stage process was undertaken:

- A detailed strategic review of the marketplace to assess demand and potential take-up including an internal review of existing customer views on offering a store credit card
- Project planning and implementation management
- Business and system requirements capture
- Design and build of system changes
- Testing including UAT and systems testing
- Deployment of final solution.

Benefits

The initial review provided the client with a better understanding of their customer base and propensity for take-up, which informed all subsequent stages.

Through the deployment of Nemea's integrated project management services including a dedicated project and business analysis office, the client benefited from a single outsourced core implementation team. This approach facilitated the timely delivery of the requirements phase, and demonstrated to the client the benefits of a consistent management approach from inception to implementation.

The end deliverable was a ready to launch, fully functional credit card infrastructure with capability for providing both store and universally accepted credit in the future.