



Case Study

Financial Services Consulting

How to improve the profitability of a credit card business?

Profit Enhancement

“The ability to generate adequate profits is vital to the health of any organization. At Mazars we help our clients to improve profitability through expert-driven analysis and identification of precise, actionable solutions that can be implemented quickly with minimal additional investment.”

The mission

- To identify ways to improve the profitability of a credit card business impacted by regulatory pressures and intense external scrutiny.

Approach

- An expert-led review of product revenue and cost drivers.
- A forensic analysis of product parameters and processes identifying and correcting areas of leakage.
- Application of international best practice in product set-up and configuration.
- A detailed review of rewards program cost-effectiveness.

Results

- A series of tactical recommendations were made to remedy leakages, improve rewards program efficiency and better align revenue and cost drivers.
- Forecast to increase profit per active credit card by **USD 7 per annum** with no adverse impact on customer experience or market competitiveness.

Company: A leading local bank

Country: Australia

Sector: Financial Services

Assignment: Improve profitability of credit card business

Offering: Profit enhancement consulting

Our track record: Mazars consultants have a proven track record of improving the profitability of retail and business banking portfolios and have been engaged by leading banks in numerous international markets.