

# Managed Services provides access to experienced resources & infra responsible for managing every step of campaign execution and portfolio management activities

## Business Challenge

Support in overall cards portfolio strategy to growing card business performance and deepening customer relationships through data-driven, lifecycle marketing activities

- Provide infrastructure to support CLM and Portfolio Management activities
- Enhance on-boarding and increase activation speed
- Increase customers engagement and maximize retention
- Increase and maintain overall Customers Lifetime Value
- Increase Marketing campaign effectiveness

## VCA Approach

