



With Occam, better data was always on the cards

Occam worked with the Royal Bank of Scotland to improve the hosting and maintenance of its cardholder database. The bank needed the ability to react and deliver its communications more quickly. A flexible solution saw Occam take the credit.

The brief

- Host and maintain credit card database for all RBS brands
- Develop a multi-channel approach, including the functionality to carry out trigger based marketing
- Create a solution that could manage an ad hoc strategy alongside traditional large scale campaigns
- Cut time to market and reign in rising campaign costs

The response

Occam presented an in-house solution that would deliver event based capability and increased throughput as well as 'lights out' processing of trigger based campaigns. This interim database created a campaign hierarchy with full recording of contact rules and provided automated response reporting. It was hosted at Occam with web enabled access for RBS.

The outcome

- New capabilities for the Cards Marketing teams, facilitating event-based activity
- 50-100% uplift in typical campaign response, with significant improvements in efficiency
- Additional campaigns delivered with no significant increase in headcount, internally or externally



“Over the last 10 years Occam has consistently delivered efficient and accurate campaigns at a time of increasing volume and complexity, increased throughput of volume of campaigns and increased accuracy in campaign delivery, resulting in a model we are very happy with and a partner we are happy to recommend”.

Chris Bryson
Head of Business Analysis, RBS

