

## Top Card Issuer Raises Activations



**84% lift in  
card activations  
over direct mail**

### Situation

- A leading issuer needed to quickly implement a forced re-issue program and sell a fee-based service to existing cardholders
- Needed a less expensive, faster, and more effective approach than direct mail

### Strategy

- Leverage SoundBite's Card Activation application to create a 4-pass automated voice messaging strategy
- Customers connected to the IVR system for agentless activations
- Customers were then transferred to a live agent for the new product offering

### Results

- SoundBite's 36.5% activation rate was an increase of 84% over the direct mail control group