

SIMPLIFYING THE COMPLEX

HSBC is the world's largest company, according to Forbes, and was named the world's most valuable banking brand by The Banker magazine. The credit card division of HSBC consequently manages some of the world's most complex campaign management processes. In order to maintain market dominance, the marketing leadership team was determined to constantly improve their processes.

With support from MTS, HSBC developed a strategy to evolve from traditional campaign management to a more comprehensive Marketing Resource Management (MRM) solution; to better manage complex campaigns in the context of an overall marketing planning process.

OPTIMIZING CAMPAIGNS WITH MRM

With their defined business problem as a guide, MTS helped HSBC execute a complete vendor assessment. This assessment covered a range of capabilities that were identified as critical requirements. The team reviewed all relevant vendors and narrowed their focus to the MRM vendor that best met their needs.

HSBC's credit card division has since completed the implementation of an MRM solution and is now realizing the benefits of better integrated and more impactful campaigns, as well as improved financial management of suppliers, and thereby reduced costs.

Company:
HSBC

Industry:
Financial Services

Headquarters:
London, England

Number of Employees:
330,000 in 83 countries

Key Businesses:

- Personal Financial Services
- Commercial Banking
- Global Banking & Markets
- Private Banking

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– Minim Veniam, Quis Nostrud
Wisi Enim Ad