

# China CITIC Bank Utilizes Data Analytics Software to Activate Dormant Credit CardAccounts: Case Study

<https://marketpublishers.com/r/C5C7D2BBF12EN.html>

Date: December 2013

Pages: 16

Price: US\$ 500.00 (Single User License)

ID: C5C7D2BBF12EN

## Abstracts

Facing intense domestic competition, China CITIC Bank Credit Card Center relies on mission-critical analytics and the ability to access data in real time as it works to improve its business agility and deliver on its data analysis strategies. As part of its strategy to increase market share, the bank uses highly targeted marketing communications. That means its employees must be able to customize their product marketing materials to specific customer profiles and complete campaign delivery within the shortest time possible.

In this brief report, we deeply examine how SAS implemented a data-oriented marketing campaign and data analytics to make China CITIC Bank Credit Card Center competitive in China's heated credit card market.

## **Contents**

**ABOUT Q INTEL RESEARCH**

**Q INTEL RESEARCH'S METHODOLOGY**

**FORWARD AND INTRODUCTION**

**BACKGROUND**

**THE CHALLENGE**

**THE SOLUTION**

**THE IMPLEMENTATION PROCESS**

**RISKS AND SOLUTIONS**

**THE BENEFITS**

**THE FUTURE**

**HOW TO LEVERAGE Q INTEL RESEARCH FOR BANKS & IT FIRMS**

## I would like to order

Product name: China CITIC Bank Utilizes Data Analytics Software to Activate Dormant Credit CardAccounts: Case Study

Product link: <https://marketpublishers.com/r/C5C7D2BBF12EN.html>

Price: US\$ 500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C5C7D2BBF12EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

