

BUILDING BUSINESS RELATIONSHIPS:
North Shore Bank Fulfills Unexpected
Value Through Prepaid Program


pathward[®]
CASE STUDY



Challenge

- Increase prepaid gift card sales and add value for our client's business customers
- Expand program without interfering with bank administration



Solution

- Provide resources to implement a multi-pronged gift card strategy
- Offer co-branded solutions for businesses adding customization without complexity



Results

- Co-branding and marketing efforts elevated prepaid sales year over year by 72%
- Bank and its customers report enthusiasm and ease-of-use following implementation without complexity

MARKETING PREPAID WITH PATHWARD®

North Shore Bank, headquartered in Brookfield, Wisconsin serves a diverse base of micro, small and middle-market businesses at its 46 locations throughout the Midwest. As the "Bank of You", their mission is to bring high-touch value to all clients, regardless of size or need. In partnering with Pathward as the issuing bank for its prepaid card program, North Shore recognized a value-add service to complement their customer promise.

After launching with Pathward, they built a multi-pronged marketing campaign and saw an immediate uptick in clients switching from holiday cash envelopes to gift cards.

"There were great benefits right away. It's less administrative work. It's easy to set up. And it allows for more time to service the businesses while building a value add for our loyal clients," said Susan Doyle, SVP of Retail Banking.

That first season North Shore ran promotions in flight with other products and services - through social media channels, virtual welcome videos at brick-and-mortar locations, and statements stuffers. After a successful holiday, Nancy Simon, Client Relationship Manager at Pathward, identified an opportunity to increase volume even more with customized, co-branded cards. Many businesses that bank with North Shore also believe in the value of personalization and high-touch service.

CARING THROUGH CO-BRANDING

One such client in Jilly's Car Wash instantly adopted the customized gift card solution. Owner Jon Zimmerman applied the feature to his 50+ employee base during the first offering of co-branding.

"From my perspective, it was simple. Most of us get gift cards and we know that we're going to use them, eventually. But we often forget where that gift card came from."

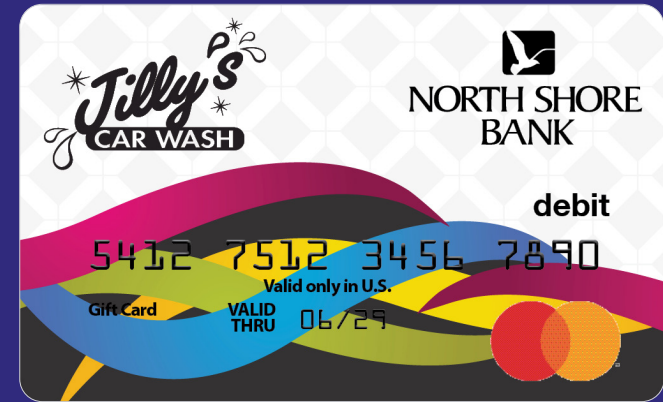
With North Shore Bank and Jilly's Car wash logos featured prominently on the card, Zimmerman believes this reinforces the power of this gift. He also cited employee satisfaction and administrative ease as primary drivers.

"It's easy. I simply e-mail our liaison at North Shore, tell her what we need, the denomination for each card, and they're often ready the next day."

Margaret Capper, SVP of Business Banking, believes that by adding in a mix of marketing assets in addition to direct sales for co-branding, volume will increase even more in their third season of prepaid offerings.

"There's not one customer that said 'I don't want this anymore.' Everyone loves it," said Capper.

As North Shore begins holiday promotion, we'll be preparing to replicate last season's success using many of the same research, feedback, and partner collaboration to expand their reach.



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- MARGARET CAPPER
SVP OF BUSINESS BANKING



Pathward delivers simple, personal solution for your bank-to-business gift card program, so your clients can quickly recognize, appreciate and empower their unique community.

GET YOUR GIFT CARD
PROGRAM STARTED

Contact Us!  

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