

The Competitor “Dashboard” - Credit Cards



Our Dashboards give you information about your competitors that no one else in the market can give you..

A Competitor Dashboard makes your job easier

At Mapa, we realise that you have projects to deliver, business cases to write and people to educate internally. That's why we do the "keeping up to date for you". We'll monitor the market and keep you up to date, we'll let you know what your competitors are doing and we'll give you advice on what we think you should be doing.

See us as an extension of your existing knowledge and expertise.

The Competitor Dashboard is not just another delivered report or research service. It's a relationship. And it's aimed at giving you the information and support when you need it and for whatever you are working on.



- 1** Timely and relevant alerts
- 2** Quick turn around for internal reports or presentations
- 3** Direct access to consultants and experts
- 4** Face to face time with the right people
- 5** Support, guidance and advice when you need it

A relationship that means something

- **With the people and processes we have on board you are guaranteed to make the right decisions**

A Dashboard subscription will enable you to:

- Continuously monitor your competitors from a single source
- Stay in line with market developments as the Dashboard changes to suit your needs
- Track departmental or individual performance against internal targets
- Opportunity to benchmark selected parts of your offerings against other providers in your market
- Get an understanding of what best practice features behind logged in areas actually look like

Screenshots

Visual stimulus across logged in areas, security, applications processes, email marketing and more

Face time

Our senior people spend time with you, talk through ideas, discuss the market and suggest developments

Personal emails directly to you

We alert you to changes in the market that have happened that day

Mini reports

Vital snippets of “on-demand” information on who is doing what when you most need it

Online Features

Comparison matrix

See how your features and functionality compare to that of your competitors

Quarterly change summary report

An insight into the changes and developments in the market over the quarter

The Credit Card Dashboard service in detail

Banks we monitor:

We manage the online access to these accounts, manage payments, transfers, receive the email marketing and act like the customer. On our Credit Card Dashboard we access and monitor the following institutions:

Amex	Lloyds TSB
Asda	Mbna
Barclaycard	Marks&Spencer
Capital One	Mint
Egg	RBS
First Direct	Sainsbury's Finance
Halifax	Smile
HSBC	Tesco

For each competitor we monitor:

- Sales and marketing
- Log in approaches
- Payments and transfers in the secure area
- Cross selling
- Service and support including SMS
- Social marketing

How do our customers use a Dashboard?

Our Dashboards are central to operations in marketing, strategic, ecommerce and market research departments in many institutions. They allow clients to:

- Identify development opportunities
- Compare features against key competitors
- Learn from a detailed independent insight
- Create influential presentations and reports

Our Clients

Our services are focused on the relationship we have with you. And it's aimed at giving you information and support when you need it, and for whatever you are working on.

At Mapa, we realise that you have projects to deliver, business cases to write and people to educate internally. That's why we do the "keeping up to date for you".

We'll monitor the market and keep you up to date, we'll let you know what your competitors are doing and we'll give you advice on what we think you should be doing. **See us as an extension of your existing knowledge and expertise.**



What makes us different?

We run real accounts

Over the past 10 years Mapa have built a portfolio of real bank accounts that we manage. This gives our clients an insight that cannot be rivaled.

We only work in financial services

We have successfully delivered multinational / multi language consultancy projects for many years and our research includes banking on desktops, mobile and tablets.

We're independent

Across our breadth of international clients our competitor intelligence methodologies are accepted as “the standard”. Our approaches reflect the best practices in current thinking.

Ultimately, it is about people!

At Mapa we are all passionate about helping our customers gain a real competitive advantage in the digital and mobile worlds. Understanding the problems they face, delivering implementable solutions and supporting them on an ongoing basis.

Putting that package on the table we don't believe there is anyone better placed to provide you with local and international insights.

Did you miss the French coming?

- **Make sure that you follow the news we share across social media, our Linked In group and our own website**

Mapa specialise in digital and mobile retail Financial Services research. We have a global reach and are experts in our field.

- ✓ Competitor Analysis
- ✓ Competitor Dashboards
- ✓ Consultancy Services
- ✓ Insight Reports
- ✓ Workshops

Go to our news section on our site and subscribe to the RSS feeds www.mapa-uk.com/news.aspx



Follow what we are saying on Twitter:
www.twitter.com/mapainsight



Join our Linked In Group:
Digital Banking Innovation



Look at what we are reading at our Bookmarks:
www.delicious.com/MapaBookmarks



The best way to get in touch:

Jenny Niskanen, Sales and Marketing Executive
jenny@mapa-uk.com +44 (0)20 7727 3130