



CROSS SELLING SERVICES

MARQUIS CASE STUDY

Objective:

Generate fee income.

Analysis:

The \$290 million financial institution was seeking an opportunity to generate fee income while creating a positive experience for customers.

Action:

A holiday Skip-A-Payment program was developed, offering qualified auto loan customers the opportunity to get extra cash by skipping a payment. Customer information was obtained through MarketTrax, facilitating a targeted mailing to more than 2,600 customers.

Results:

The response rate was above and beyond the bank's expectations, with approximately **500 positive responses**. At a charge of \$40 per skipped payment, the program generated **more than \$20,000 in fees** for the months of December and January.

SOLUTIONS USED

| MARQUIS MCIF Software |

MARQUIS