

A commercial credit card provider needed to increase its share of multinational corporate card accounts outside of the United States

The problem

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To effectively and efficiently increase its share of multinational commercial card accounts outside of the United States, the client needed to:

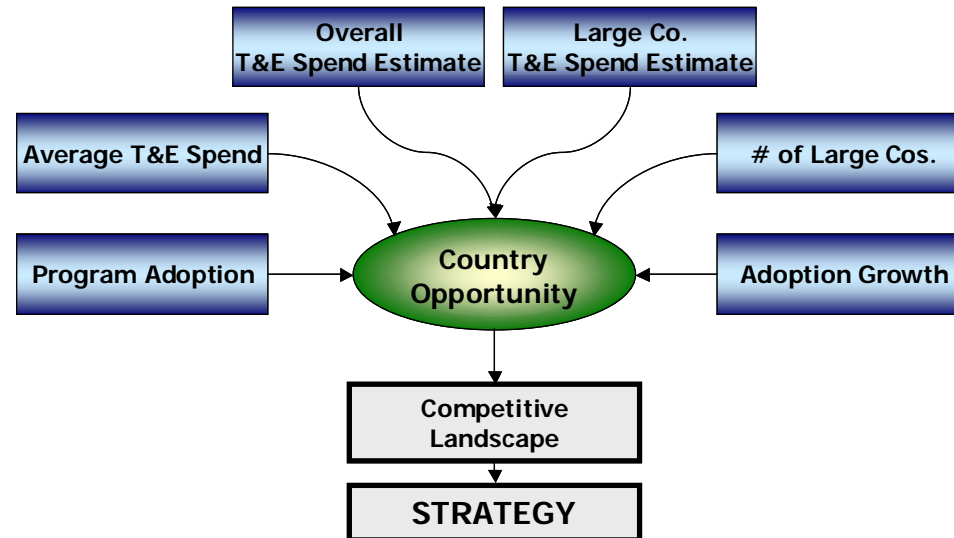
- Evaluate the opportunity for multinational corporate card programs in key world markets
- Gain an understanding of the economics of corporate account clients in selected countries
- Generate country- and account-specific profile information
- Develop a regional strategy based on customer needs and competitive challenges

nxtMOVE interviewed over 450 multinational organizations to assess country-specific opportunities and develop targeted strategies

The approach

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- nxtMOVE combined the client's internal market understanding with secondary research and 450+ large company in-depth interviews to develop a deep understanding of country- and account- specific opportunities.
- nxtMOVE focused research on key indicators of opportunity as well as customer needs and competitive challenges:



- Sample findings were extrapolated to the full universe of large multinationals in targeted regions.

nxtMOVE delivered overall and country-specific dollar opportunity estimates and well as full country analyses and targeted strategies

The results

- nxtMOVE sized the overall and regional large company commercial card market opportunity.
- Competitor analyses were compiled examining market shares, positioning, and regional strengths and weaknesses.
- The client also received country-specific analyses that detailed opportunity, growth, trends/dynamics, competitive landscape, and suggested short- and long-term sales strategies.



Client actions: The client used the results of this engagement to refocus sales efforts outside of the United States and target immediate account opportunities identified

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