

Case Study

Discover Technology Support



Discover Technology Support provides Private Label Technology Support Products for Discover Network Merchants.



End Biller Client: Discover Network

Industry: Merchant Processing

Region: United States

Joint Venture Partner: United Marketing Group

Contract Relationship: Wholesale

Retail Product Cost: \$49.95

Client Acquisition: Out Bound Telemarketing

Client Relationship: Discover SMB Merchant (Existing Client)

Solution: Private Label, Technology Support Product

End User Client Integration: Private Label, Web Site Delivery



Client's Needs

The client was searching for a product with a monthly membership based program to be sold to merchant processors that accept the Discover credit card as payments. The client required that the service/product be new to the merchant processor vertical and provide an opportunity to provide above average retention rates. The client was interested in a turnkey web based service/product that could be sold using outbound telemarketing and administered by the merchant processor online.

Why Ocenture

Ocenture was able to meet the client's needs by developing a small business technology support product that offered solutions to the ever-changing technology environment. Ocenture worked with the client to ensure that the product (previously used in other channels) met the clients needs as a value added, small business, merchant processor solution. Ocenture provided several turnkey private branded web interfaces that allowed the client to increase its brand awareness while delivering a highly usable and scalable product. Ocenture continues to support the back end user environment and seamlessly integrates data between the clients marketing partners and back end support vendors.

Custom Development

Due to the advanced nature of the clients business, Ocenture developed a new infrastructure to support the client's needs. Ocenture used several "off-the-shelf" benefits as the foundation of the product offering and developed several new services that were bundled with our previous services to complete the core sales offering. Each merchant processor has a unique back office system that allows the merchant to review and claim benefits that are offered through the program.

By contracting with Ocenture the client was able to focus on the development and implementation of the marketing campaign, rather than spend valuable time and resources negotiating with vendors or build costly infrastructure to support the product. By developing a new program that was not previously used in the merchant processing vertical, we were able to acquire more customers using smaller marketing files and achieving superior long term client retention.

Historical Data & Results

The technology support program offered by Discover generated over \$19,800,000 of revenue in 2008 and has a projected retention / recurring bill rate of over 11 months. Since inception, we have been able to maintain a 3.47% increase in month over month enrollments with a year over year increase of 53.83% from 04/2008 to 04/2009. The plan achieved increases in new enrollments for 15 of the past 18-months.

Steady State 18 Month Rolling Average = +3.34%

New Enrollments 18 Month Rolling Average = +3.47%

Year over Year, Steady State = +33.51%

Year over Year, New Enrollments = +53.83%

Product Benefits and Overview



Remote Support

24/7 Remote Technical Support utilizing live certified (level 2) computer technicians via toll free phone delivery or online chat interface.



Onsite Support

70% off retail rate for onsite support delivered through over 12,000 insured and certified technicians. In-Home or In-Office support direct to the consumer.



Data Backup

Private branded secure remote data backup solution, member receives 2 GB of free storage space, with a 70% discount on overage storage cost.



Antivirus / Antispyware Software

Member receives a free version of Antivirus / Antispyware Software. Member can also purchase additional units at up to 35% off the retail rate.



Self Help Database

Members have free unlimited access to our self-help database, with over 120,000 self help topics.



Technology Store

Members have access to up to 70% off technology products and services through a private branded web-shopping portal that includes over 200,000 products and services.



Teleconference Line

Members have access to a free teleconference line that can host up to 96 simultaneous users.



Best Practice Assessment

Private branded BPA that offers suggestions on how a member can enhance their computing environment and improve computing with recommendations.

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