



Case Study Mastercard

Real Issues.
Real Solutions.
Real Results.

Mastercard Tracks New Product Usability Worldwide

Real Issues

Mastercard came to our global partner with a new product, the 2-series Mastercard, and the question:

How well does the 2-series card work with current card reader terminals?

Since the company does not control the terminals that read these cards, the only way to know whether they will work is to swipe them through terminals and assess results.

The goal was to have shoppers visit as many different stores across as many sectors - retail, hotel, oil & gas and food and beverage - as possible **on a global level** to test how the new card would function.

Real Solutions

Our global partner's primary focus was to first identify global shoppers that would fit the profile that Mastercard needed. Cards would then be shipped to several thousands of global shoppers with up to \$500 on them.

The initial challenges of this project included:

What do we do when shoppers just decide to steal the cards?

How do we handle resupplying monies onto the cards when the \$500 is gone, such that shoppers can keep working without waiting for a new card or for days until they are resupplied?

We used the Presto Map to create multiple pins of varying colors to signify the different types of stores and sectors. This prevented shoppers from doing too many of a particular sector.

We also assumed that each pin represented the spending of \$10 (spending limit), so once the shopper crossed over \$400 of spend, the system sent an alert with the card number to the account manager as well as the Mastercard contact allowing the card to be refilled while the shoppers were in action.



Real Results

In year 1, the acceptance rate was below 20 percent globally. In year 2, this crossed over 60 percent. By year 3, most of the globe became over 80 percent compliant (**achieving the Mastercard target**) leaving just outliers in Latin America and Africa which are being checked in year 4.

By working with us, Mastercard got a **global supplier** that could handle Vancouver to Cape Town and Sydney to Reykjavik, and we have had to figure out a way to get shops done in areas like The Congo, Venezuela, Iran and Iraq while these places were under heavy political and civil unrest.

We have helped one of the world's largest organizations solve a problem that will ultimately effect about 40% of the world's population (MasterCard holders).

Mastercard Program Summary

Program Start:

2017

Product Tested:

2- Series Mastercard

Total Shoppers Utilized:

62,000+ Globally Across 3 Years
65 countries in 6 continents

Key Takeaways:

Year 1: 20 percent acceptance rate
Year 2: 60 percent acceptance rate
Year 3: 80+ percent acceptance rate, achieving the initial target set by Mastercard



Shoppers Tested Worldwide

2017		2018		2019	
North America	1,000	North America	1,000	North America	2,000
Latin America	8,000	Latin America	2,750	Latin America	2,750
Europe	12,500	Europe	1,553	Europe	3,500
MEA	8,500	MEA	8,050	MEA	1,700
Asia	2,000	Asia	1,400	Asia	2,350
APAC	500	APAC	500	APAC	2,000
TOTAL	32,500	TOTAL	15,253	TOTAL	14,250