



# Western Union mobilizes their global loyalty program.

A customer success story

## Grow loyalty program participation by more than 12%

Syniverse partners with Western Union to increase customer loyalty and engagement.

### Problem

A global leader in international money transfer was looking to evolve from its traditional loyalty rewards redemption model which required customers to call a customer service specialist or log in online to redeem their points.

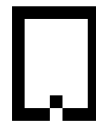
The business goal was to not only provide rewards transparency for customers, but to also decrease calls into their call center.

### Solution

Together, we launched a text messaging campaign for their rewards program to enable customers to easily check their point balances and redeem eligible rewards by simply texting a keyword to a dedicated short code.

### Results

Turning Western Union's loyalty program digital delivered great results. They were able to not only increase customer participation in loyalty programs by over 12 percent, but they decreased call center volume by over 10 percent.



**71% of consumers** say they would be more likely to use their loyalty program if they could access it from their **mobile phone.** <sup>1</sup>



Loyalty program members spend on average **15% more per year** <sup>2</sup>



**Over 12% increase** in loyalty program participation



**Over 10% reduction** in call center volumes

1. Clarus Commerce 2. Accenture

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