

# Case study: benchmarking analysis

## Brief



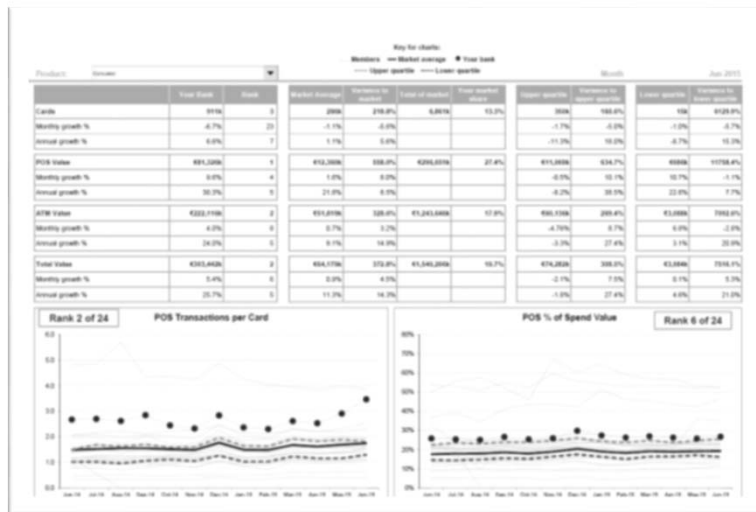
- Optima was engaged to run a **benchmarking study** for card issuers and acquirers in a CEE market.
- We developed a **streamlined data collection process** for each participant.
- A comprehensive **benchmarking tool** was required to consolidate and compare the submissions and **provide flexible insight** to be reported back to participants.

## Approach



- Different participants had differing levels of data capability so a **number of template iterations** were undertaken to ensure that each member was able to accurately participate in the study.
- It was important to provide **insightful, yet non-identifiable content** so this was carefully presented in the final output in the form of quartiles and per account / card metrics.

## Results



## Impact



- A **monthly benchmarking report** could now be produced in an automated fashion.
- Key insight was able to be generated for each participant, demonstrating their **relative performance to their peers** including ranking.
- Best-in-class performance characteristics were identified which allowed participants in the study to establish **new objectives for performance**.