



CHASE J.P.Morgan

Chase-J.P. Morgan is a white label financial services provider for many high-end automotive brands.

-  Jaguar
-  Land Rover
-  Maserati
-  Subaru
-  Aston Martin

“I can always count on your team to come thru when needed!!! Thank you again for being team players.”

— Beth Stasko, JP Morgan Chase

CASE STUDY

Chase - J.P. Morgan Financial Services

A Frictionless Online Auto Portal for Lease and Retail Customers

■ CHALLENGE

J.P. Morgan understood that it had to build a branded customer-centric long-term experience throughout an auto lease and retail loan term. It needed a digital experience that matched the brand style guidelines for a seamless support of its customers questions, interests, payment needs, to drive loyalty for continued sales.

Chase-J.P. Morgan Financial Services is the financing arm for the company where customers can look at financing options, set up payment plans, etc while feeling that they are being serviced by the brand they are driving. The company wanted to make sure the financing and ownership process was as frictionless and helpful as possible.

Build and support payment API functionality within the branded auto portal to manage customer experience and loyalty by adding new ways to connect throughout a customer's life-cycle. Provide payment activities support for account summary, making a payment, recurring payments, and payment history. As well as educate and support the customer with new product information, offers, events, educational materials, videos, and dealer information.

SOLUTION

With the help of ChannelNet, the customer experience exists from welcome, through mid-cycle to end of payments delivering a complete experience across the customer journey.

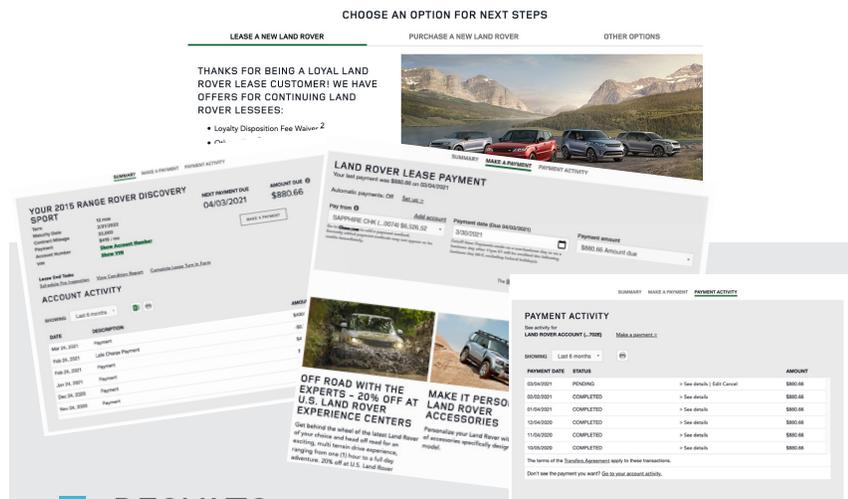
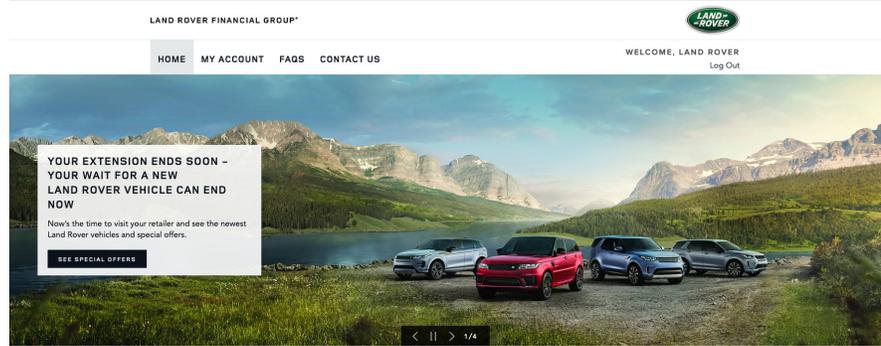
ChannelNet has worked very closely with Chase Financial to refine the process using detailed analytics that are delivered monthly to better understand customers needs, painpoints and intent moving forward. .

Chase continues to be there for customers by delivering faster and better service through digital channels, improving the customer experience.

Phase one of the approach was built and supports a payment API functionality within the branded auto portal to manage customer experience and loyalty by adding new ways to connect throughout a customer's life-cycle. It provides payment activities support for account summary, making a payment, recurring payments, and payment history.

Phase two approached added a more robust experience for Lease End Tasks to help customers navigate through their personal pages content.

All pages support promos and cross-selling opportunities for Chase and the OEMs to use to promote and cross-sell their individual brand experience to their customers.



RESULTS

Phase One April 24, 2020, through August 7, 2020
My Account Activities Summary page engagement:

- **11,146** Subaru My Account pages
- **2,193** Land Rover My Account pages
- **1,263** Jaguar My Account pages
- **452** Maserati My Account pages

Phase Two August 8, 2020, through Nov. 16, 2020
more robust self-serve Auto Portal My Account engagement:

- Subaru had a **223% increase** in use
- Land Rover had a **62.3% increase** in use
- Jaguar had a **50% increase** in use
- Maserati had a **58% increase** in use

- **107,789** Subaru My Account pages
- **13,893** Land Rover My Account pages
- **7,324** Jaguar My Account pages
- **2,172** Maserati My Account pages



Contact us now
and find out how
we can help you.

Paula Tompkins, CEO & Founder
415.720.4498