

### barclaycard ring

#### The Story: Community Strategy

As the first crowd-sourced credit card, Barclaycard Ring sought to fundamentally change how consumers perceive and interact with their credit card company. Empowered customers are at the center of this product, collaborating with the community of cardholders to shape its structure and benefits.

- Value proposition centered on creating an experience with card members that was simple, collaborative, transparent and fair
- Embedded community is core to the card offering



#### ComBlu Deliverables

- Developed community strategy and applied best practices to its design and execution
- Built a multi-level engagement and promotion plan to accommodate public and members only channels
- Designed a gamification structure to recognize and reward members' card and community behaviors
- Created a partner strategy to drive member acquisition
- Identified key influencers to support content creation and amplification



#### Impact

- Gained adoption rates and profitability above industry average
- Customer retention improved 25% while complaints dropped by 50% compared to 'traditional' credit cards
- Stimulated high levels of community engagement —influencing card design, fee policies and community rewards structure
- Recognized for its innovation with a Groundswell Award