

Enabling you to drive

commercial issuance growth

through Visa’s exciting sponsorships



Client case study

Visa engaged with Capital on Tap, a leading UK SMB-focused partner, to drive revenue growth through new customer acquisition, card activation and usage. This programme, aimed at empowering the sales team, was built on three foundational pillars:



Educate

Equipped Capital on Tap’s 100+ sales reps with the skills needed to engage and sell to SMBs via tailored training bootcamps.



Enable

Supported Capital on Tap’s sales with custom enablement tools, including product toolkits, factsheets, training videos, and FAQs.



Energise

Delivered a 3-month sales competition using Olympic Games Paris 2024 sponsorship assets, offering exciting rewards for top performers.



The energise pillar led to meaningful business growth, while the education and enablement pillars helped equip Capital on Tap’s sales team with the right tools and knowledge, ensuring sustained long-term momentum and growth.

Delivering a bespoke programme, tailored to their needs

With our support, the programme aligned with the needs and goals of Capital on Tap and their sales team. It was organised jointly with their leadership team to complement their quarterly sales town hall meeting.



We’re thrilled to have participated in the initiative, the kick off was inspiring!



Damian Brychcy
Chief Executive Officer



Some concrete examples of how we tailored the programme include:



Training bootcamp designed and co-delivered by Visa and Capital on Tap’s CEO, addressing immediate sales team knowledge needs.



Enablement materials co-branded and co-developed with Capital on Tap’s sales and product leads.



Competition and reward framework designed by Capital on Tap to align sales behaviours with organisational goals.



This is very professional, we are impressed.



Alex Miles
Chief Operating Officer



The results speak for themselves

Capital on Tap saw enhanced success metrics over the programme’s three-month duration:

The campaign boosted issuance...



...and captured more valuable customers.



Spend



Active cards



Activation rate



Spend per active card



14%

incremental uplift vs organic growth¹

9%

incremental uplift vs organic growth¹

13pps

higher than the portfolio average²

5%

uplift vs organic growth³



The programme was a fantastic success, significantly boosting SMB engagement during the campaign, with this likely to be sustained post-campaign. Capital on Tap have committed to future campaigns, showcasing the value of Visa’s sponsorships.



The campaign was a huge success and we can’t wait to get involved in the next ones.



Brennig Parry
Head of Sales

The great news? We can help you achieve this too

We’ve successfully run similar programmes with three additional partners across Europe. We tailored our approach to sales teams of various sizes, including one partner with a team of 400+, each with their own objectives and needs.

Using our programme’s foundational pillars, we can also help you achieve great results by leveraging any of our exciting sponsorships.



...and many more!



Grow
your commercial
issuance with Visa today!

Get in touch

1. Partner campaign reporting and VisaNet
2. Partner campaign reporting and Operating Certificates
3. VisaNet

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