







CHANNELNET™
The Customer Experience. Reinvented.

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

CASE STUDY

Chase - J.P. Morgan
Financial Services

30-Day ROI for Total Leads Generated - April 2021

■ CHALLENGE

J.P. Morgan understood that it had to build a branded customer-centric long-term experience through auto lease-end and retail 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. The company wanted to make sure the financing and ownership process was as frictionless and helpful as possible.

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 to better understand customers needs, intent, and driving continued loyalty.

RESULTS

Each individual interaction is tracked to the individual that took the action.

- **40,233** Unique Visitors went to their Personal Web Page (PWP)
- **15,579** Customers logged in
- **39%** of Customers logged in to view special offers for their vehicle



✓ **676** Customers viewed the Vehicle Lineup



✓ **1,640** Customers went to see Offers & Incentives



✓ **310** Customers viewed their Early Turn-In Offer



✓ **573** Customers viewed a Pre-Approval Offer



✓ **224** Customers viewed Special Offers



✓ **49** Customers viewed a Loyalty Program Trade-Up Offer

3,472 Total Leads Generated in April 2021

ROI

3,472 Leads x \$35,000 per Vehicle Sold = **\$121,520,000**

3,472 Leads Turn into New Vehicle Financing
with a profit of \$1,000 per Contract = **\$3,472,000**



CHANNELNET™
The Customer Experience. Reinvented.

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

Paula Tompkins, CEO & Founder 415.720.4498