



## **UK&I Team Secures 10-Year Credit Deal With Retail Powerhouse**

The John Lewis department stores and Waitrose supermarket brand are household names in the United Kingdom, synonymous with quality and value. Getting 2015 off to a great start, the UK&I International Markets division has signed a credit deal with HSBC for the key John Lewis Partnership (JLP) Card co-brand portfolio. MC Central spoke to Chris Roberts, business leader, retail development acceptance & emerging payments, UK&I to find out how the team secured this great win.

**MC Central: Why was it so important for us to secure this deal?**

**CR:** The premium nature of JLP's customers is demonstrated by the Partnership Card having an annual spend which is well over double the U.K. average, so the opportunity was clear. Not only does this deal build on a strong 10-year partnership, it secures our relationship for another 10 years. It's the result of over four year's hard work from our division with the support of GP&S, MCA, Legal, Finance and the Account team.

**MC Central: What did the team do to make sure they could seal the deal?**

**CR:** When the previous agreement was coming to an end, rather than waiting for a Request for Proposal (RFP) from an Issuer, the Account Team approached JLP directly and offered support in areas where we knew we could add value. We invested time and resource and sought to help them understand their portfolio better. This resulted in us delivering a record sales months for the card, when it had stopped being marketed to new customers, and in reactivating dormant segments of their portfolio. Along with the strong relationship we had already built directly with JLP, this gave us a significant competitive advantage going into the process.

**MC Central: How will MasterCard innovation add value for this retailer?**

**CR:** John Lewis and Waitrose are already widely acknowledged to be leading the way as omni-channel retailers, and our deal will strengthen their e-commerce and digital payment proposition

by introducing contactless payment capability and MasterPass digital wallet acceptance. MasterCard Advisors will continue to consult on optimization of the acquisition and use of the card across the retailer's channels.

**MC Central: What's the winning difference in this deal?**

**CR:** Winning this deal really demonstrates our values in action; agility and initiative placed us in a winning position at the end of a long journey. The cross-functional partnerships engineered to deliver results led to the trust that both HSBC and JLP have shown in awarding us this business for 10 years. We have been in partnership with HSBC in the U.K. for credit card payments for over 13 years; securing this deal for an important HSBC credit portfolio represents their confidence in us and our ongoing partnership.