First, I am going to check our customer spending data. Collect the data, Clean the data, filter it and analyse to know what the customer usually spends their money on. To find a new partner we must consider multiple things with the new partner such as Customer Acquisition Cost, Churn, Service Cost per Card, Interchange Fee, Average Revenue per Card etc. There are other things to consider but I left it later after we have known what business our partner dwells in.

Targeting the customer basic needs is one way to shorten the list for partner that we are looking for. It also depends on how the customer live their life such as if the customer flies a lot, do a lot of shopping in mall, purchase a lot at an general store, travels a lot with personal vehicle, and buy foods on specific store, we can shorten our possible partner list with that as foundation.

One of the steps that we can take is listing the possible airline company that our customer often travels with such as Garuda Indonesia, Qatar Airways, etc and calculate if it is possible to partner with them. We can also try to list what kind of shopping mall/ general stores our customer often visits such as Podomoro Malls, Indomaret, Alfamart etc. Pertamina, Shell, Total, etc for refuelling gas, some restaurants can be under one banner such as Gordon Ramsay’s, Hangry, Seven Retail, etc. We can try to list, calculate, and analyse them based on the KPI that we have previously mentioned with the bottom line that it’s going to be a profitable for both companies. That’s how I determine the next partner card.