

Personalised card solution provides a marketing hit for HiB

Case study

Card personalisation

Designing their own personalised Commercial Cards provided an unexpected brand boost for HiB when the company sought greater control of their expense management process.

28

years of trading

20%

year-on-year business growth

Image is of the utmost importance to innovative bathroom mirror designer, HiB, so when the opportunity arose to personalise their Commercial Card solution alongside gaining additional control of their expenses, the company jumped at the chance.

Established in 1990, specialist bathroom mirror designer and manufacturer, HiB, has secured 20% year-on-year growth. A focus on innovation has seen the business achieve the Queens Award for innovation. Design firsts include the introduction of steam-free mirrors, LED lighting and Bluetooth technology.

Rapid growth leads to new solution

Having outgrown its use of business charge cards, HiB was looking for a card solution that would offer control, flexibility and speed, as Finance Director, Himesh Shah explains:



Our rapid growth meant that we were taking on new staff, which required us to be constantly in contact with Lloyds Bank to order new cards or increase limits and it also meant that the manual, paper-based system of receiving statements on a fixed date was time-consuming.



Keen to move to an online system that could offer self-service options, Himesh was introduced to Lloyds Bank's Corporate Card which was able to provide the perfect solution. As well as online visibility, the cards online servicing system would also allow Himesh to order new cards as and when necessary, manage card limits and block categories of spend.

Card personalisation – an affordable option

What really whet HiB's appetite for the new card solution, however, was the opportunity to personalise their cards, in an affordable way. This option is also available through our Commercial Cards Internet Servicing platform. For a growing brand like HiB, this was a strong selling point.



Simple, straightforward process

The personalised cards feature the HiB logo and an image specifically designed and uploaded by the business and provide a strong marketing tool at low cost.

“The ability to put our own stamp on the cards was really important to us,” says Himesh. “The actual process of designing and uploading the image to the Lloyds Bank system couldn't have been easier. Within an hour of me sitting down with our marketing team, we had created and uploaded the design.”



LLOYDS BANK



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HIMESH SHAH
Finance Director, HiB

“It’s proved to be a great marketing tool. People think very highly of a business that can have their own branded cards and our customers are instantly impressed. We say that our mirrors give our customers the ‘Wow!’ factor; the personalised cards have given us the ‘Wow!’ factor.”

A card solution that ticks all the boxes

In addition to the success of HiB’s personalised cards, the overall card solution that Lloyds Bank put in place, has achieved the objectives that Himesh set out. “We can now manage our cards ourselves, our processes have been streamlined and the card solution gives us much greater control and visibility over

£10

per card personalisation fee



card expenditure, reducing admin and creating efficiencies across the finance function. What’s more, the personalised cards definitely put a smile on the director’s faces,” he concludes.



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