



CASE STUDY #1603

# Mastercard

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FUEL50 USER, MASTERCARD PILOT



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## Mastercard

**12,000**  
NO. OF  
EMPLOYEES

**Financial Services**

INDUSTRY  
VERTICAL

**Global**

REGION

**Empowering  
Employees**

SOLUTION  
BASIS

**2016**

YEAR JOINED  
FUEL50

Mastercard Incorporated (NYSE: MA) or Mastercard Worldwide is an American multi-national financial services corporation headquartered in the Mastercard International Global Headquarters, Purchase, New York, United States, in Westchester County. The Global Operations Headquarters is located in O'Fallon, Missouri, United States, a suburb of St. Louis, Missouri.

Throughout the world, its principal business is to process payments between the banks of merchants and the card issuing banks or credit unions of the purchasers who use the "Mastercard" brand debit and credit cards to make purchases.

Mastercard Worldwide has been a publicly traded company since 2006. Prior to its initial public offering, Mastercard Worldwide was a cooperative owned by the more than 25,000 financial institutions that issue its branded cards.

Mastercard, originally known as Interbank/Master Charge, was created by several California banks as a competitor to

the BankAmericard issued by Bank of America, which later became the Visa credit card issued by Visa Inc. From 1966 to 1979, Mastercard was called "Interbank" and "Master Charge".

### BUSINESS CHALLENGE

In speaking with employees Mastercard learned that they valued the resources available, but felt it was hard to find what they needed when they needed it. It was also difficult to understand what skills they should prioritize and focus on developing to reach their career goals. In addition, they didn't have a way to reflect on their career goals, strengths, passions, etc. and there was no easy way for employees and managers to engage and interact with one another on the important topic of Career Development.

### INITIATIVE

To create career development experience that **empowers employees** to build smart careers by reflecting, exploring, and **building meaningful development plans**.



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### SOLUTION

**Fuel50** was rolled out as a pilot initially to a small group of 150 users, with a full enterprise launch in June 2017. With the goal of empowering employees through meaningful development plans and clear career pathing, Mastercard received a slick, fully-customized Fuel50 platform complete with full API to integrate with their current HR infrastructure (including single sign-on). The implemented site looked and felt like a Mastercard platform and aligned with their branding philosophy.

**“Fuel50 allowed us to customize our platform and utilize our current assets along with theirs to create a one-stop-shop for anything Career Development related - both for managers and employees.”** MASTERCARD HUMAN RESOURCES BUSINESS PARTNER

#### BENEFITS FOR EMPLOYEES:

- An opportunity to **reflect** through interactive assessments that probed them to think about their career.
- Ability to explore roles across the organization that they may not have had **visibility** into before.
- Allowed them to **connect** with individuals who were in roles that they might be interested in **learning** more about.

#### BEST OF ALL, FOR MANAGERS:

- It gave managers **deeper insight** into their employees career aspirations, which allowed them to have more robust **career conversations**.

#### COMMUNICATION

##### LEAD FROM THE TOP

Both the CHO and Chief Talent Officer were faces for the launch, and ensured all executives were behind the messaging.

##### TOOLKITS INCLUDING:

One Pagers | *In-Depth Guides*  
Guided Learning Videos  
*Degreed Pathway: Career Development 101*

##### HOSTED EVENTS

Trainer Sessions | *Global Webinars* | Small roadshows

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We solicited ideas from our employees via a global contest to name our platform... to have an internal name that employees could relate to. //



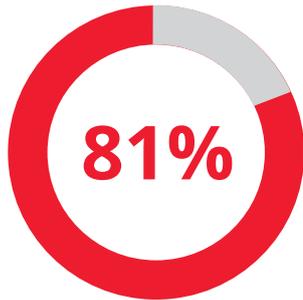


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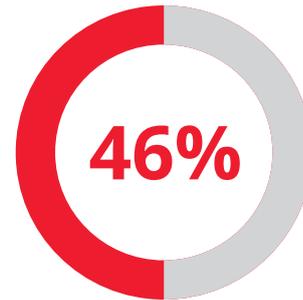
## Mastercard

### RESULTS

After a pilot of Fuel50, Mastercard saw immediate impact. Employees and managers are excited about the assessments, the leader view section and the explore paths.



81% of people stated that "Fuel50 has positively impacted how I think about my career!"



46% of employees have logged in at least once to the platform

### PULSE SURVEY RESULTS

Fuel50 then conducted a survey on employees to measure impact on their careers **after using Fuel50.**



66% of people said "I have a personal career plan after using Fuel50."



50% of people strongly agreed that "My manager takes a meaningful interest in my career now."



100% of people said "My manager takes a meaningful interest in my career now."

"They are **loving the job matching of roles** and how connected it is to our processes."



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### FEEDBACK

The platform was well received from both employees and managers and the feedback has been very positive. From the conducted Pulse Surveys, users gave this feedback after using Fuel50.

**"Fuel50 is asking good questions,** forcing the user to think about the right things."

**"Fuel50's CareerDrive interface is attractive and user friendly,** much better than WorkDay!"

**"Fuel50 is well-organized** and has many career resources in one place."

"It's interactive-ness. Many a times when **we think of our career,** we fail to think of it so holistically."

"Fuel50 is aesthetically eye-pleasing, **easy to navigate, and responsive.**"

"The training was good and provided a **very clear message about my career path.**"

"Fuel50 helped you realize what your strengths and goals were instead of having to write out a paragraph about it. You were **able to figure out your own goals in an easy manner.**"

#### WHAT NEXT?

Continue to push out reminders, bring the platform to life during other annual processes, such as performance management , objective setting etc.