PAYMENTS | BANKING

7 MUST-HAVE FEATURES FOR YOUR CARD PROGRAM

#1 BUY NOW PAY LATER

Card issuers should offer this service as part of their existing credit card programs. The key to BNPL, or installments, as a credit card feature lies in the card issuer's ability to offer the service at any point during the purchase journey – especially during the purchase. Additionally, this feature will need to be card-linked, which keeps the bank-issued credit card tethered to the BNPL offering.

Issuing banks should consider ways to integrate BNPL with their credit card programs while remaining competitive with zero-percent APR solutions offered by BNPL companies for pre-purchase and point-of-sale transactions. Consumers will continue to opt for 0% APR financing until issuers match the incentive with card-linked installments.

#2 REWARDS AND POINTS

This one may seem a little boring or obvious at first. But for issuing banks and credit unions who do offer credit cards, rewards and points features are the main driver of the card program. Rewards and points are valuable features for some cardholders. For others, not so much. At the very least, issuing banks should offer the standard rewards and points system. Issuers should also consider a customized rewards and points program based on their customers' preferences.

However, it's worth noting that cardholders will likely view this as a standard feature rather than a unique value proposition. Card issuers should consider pairing rewards and points with some other features in this list.

Issuing banks on i2c's platform are able to segment their customers by category and tailor a rewards program to a specific cardholder group.

This functionality isn't just reserved for the biggest issuers. i2c already supports this feature on our platform. And while other issuer processors support coupon loyalty, we take it a step further by managing the offers and fulfilling the coupon delivery, which changes everything for our clients.

#3 COUPONS AND LOYALTY

The premise is simple: offer payment coupons to promote and reward cardholder loyalty. Consider a hypothetical scenario to bring this idea to life. Your bank has thousands of credit cards in the community, and the card program manager notices a portion of your cardholders aren't using your bank-issued credit card very much. To promote usage, the team decides to target this group of cardholders with a coupon that gives them $20 back if they spend $100.

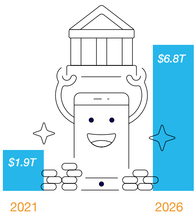
Customers receive the offer, they spend $100, and they get back $20 – just for using your bank's credit card, which they already have in their wallet. You've just surprised and delighted your customer, and you've regained some share of wallet in the process.

#4 VIRTUAL CARDS

Imagine being able to push a virtual card instantly into your customer's preferred mobile wallet once they're approved. It's good for the customer because they don't have to wait for a physical card to be delivered through the postal service. But it's also good for you because the entire process of opening a new credit card put your bank at the top of the customer's wallet.

Generation Z and Millennials will continue to utilize mobile-friendly payment methods, and offering your bank-issued virtual credit card with wallet provisioning is a smart choice in the digital age of payments. Be sure that wallet provisioning is a part of your card offering. Wallet provisioning makes it easy to "push" a virtual version of your bank credit card to multiple digital wallets, such as Samsung Pay®, Apple Pay®, Google Pay®, etc. Plus, it gives wallet providers a new channel to acquire new customers who will then use your bank's credit card to pay for merchandise and services.

VIRTUAL PAYMENT CARDS TRANSACTION VALUE



Source: Juniper Research

i2c has combined the latest technology with the expertise of a trained risk management team to help organizations control fraud and its costs.

#5 FRAUD MONITORING

The cost of fraud goes beyond losses by negatively impacting customer experiences while expending resources to control it. Your credit card program should include real-time fraud detection on a robust fraud monitoring dashboard with major fraud scoring solutions. Needless to say, the fraud engine should be built into your card issuing program, and it should be running at all times to monitor transactions and detect fraudulent activity.

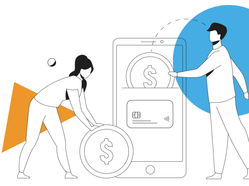
Additionally, you can offer card controls to your customers, which enables cardholders to turn their cards off, set spending limits, and more! It's another layer of security for your cardholders, but also for you!

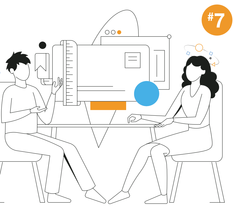
Watch the PYMNTS.com podcast ▶

#6 LINE MANAGEMENT

One of the best ways to surprise and delight your customers is by being a proactive payments partner. Automated line management is an easy way for you to remove friction from the process, and you can manage your bank's card features to include monthly strategies around credit line increases for your cardholders.

This lets your customers know that you're keeping them top of mind at all times. It's also a great way to ensure that your bank's credit card stays at the top of your customers' digital wallets.





#7 B2B CORPORATE CARDS

Community banks and credit unions are invaluable to commercial businesses and small business owners, and one thing that growing businesses need is solutions for spending controls. Issuing banks can meet this need with business-to-business (B2B) credit products, such as corporate cards.

An even better way to meet this need is by using virtual cards in place of purchasing cards. This method gives issuers spending controls in real time, allowing account holders to use them once or multiple times, establish for recurring subscriptions, or for a specific time frame.

Your B2B customers can better track spend, manage expenses, budget, and forecast by establishing controls and applying intelligent rules during the transaction authorization process.

The hardest part for issuing banks and credit union is breaking free from the mindset that digital transformation is too expensive or too difficult.

When a bank's issuing platform is tied to a legacy system or dependent on an agent bank, the community bank misses out on revenue opportunities, credit card usage, and they risk high levels of customer attrition due to a lack of digital or mobile features.

i2c can help, and we'd love to show you how! If you're ready to see how your specific use case would work on our platform, **request a demo**. Our experts will schedule some time with you to walk through our modern platform tailored to your card program or digital banking needs.

REQUEST DEMO

FEATURE RESOURCE CENTER

Your source to dive into more details! Pick a category to learn more.

Buy Now, Pay Later

PYMNTS.com Interview with i2c President, Jim McCarthy

BNPL is the Better Layaway Plan

BNPL: What Card Issuers Should Know

Fraud monitoring

Fraud in the Digital Age of Card Issuing

Fraud Services Brochure

Rewards, points & coupons

Rewards Program Brochure

Loyalty and Marketing

People-centered Rewards

B2B cards

Credit Card Issuing Solutions

Moving to a Modern Credit Card Program

Virtual cards

Credit Card Issuing Solutions

Moving to a Modern Credit Card Program

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