

# Self-issuance

## Credit Card Program Checklist



### What is the best method to bring card issuing in-house?

- 1 Align self-issuance with your financial institution's goals and objectives: increase revenue, retain business, reclaim brand or own the customer experience
- 2 Set credit card strategy integrating pillars: tailored products, technology, and operational support
- 3 Create a differentiated product that provides a competitive advantage
- 4 Incorporate the necessary tools to deliver a dynamic rewards and loyalty program
- 5 Leverage data to ensure a personalized customer experience
- 6 Identify a program that can be quickly launched and provides real-time optimizations
- 7 Implement tools that allow customers to start spending immediately such as virtual cards
- 8 Select a time-tested platform that provides a seamless implementation

**Contact us** to learn more about i2c's reliable and secure issuer processing platform.

