



## Improving Year-Over-Year Program Performance by Encouraging Cardholders to Take Action

Creating a well-designed omni-channel marketing campaign that mirrors the in-store experience while generating more cardholder support of a charitable initiative.



How could a leading FI improve the digital experience of its partner retailer's cardholder loyalty program while also increasing customer awareness and support of a national charity?

The answer: By having TSYS® redesign the rewards site and use a combination of digital and direct marketing tactics to increase the charity's visibility.

- > **CLIENT:** FI in partnership with a leading national department store
- > **CHALLENGE:** Activating community with its charity program
- > **SOLUTION:** TSYS Loyalty
- > **OUTCOME:** Year-over-year program growth of 20 percent

### The Challenge

A large department store chain, together with a leading financial institution, encouraged cardholders of the retailer's rewards credit card to donate their loyalty points to an independent national charity. The program provides support to the families of military service members and veterans.

The FI and retailer turned to TSYS to improve the program's customer experience by redesigning the rewards site to include a bigger focus on the charity program. This made it easier for cardholders to learn about the organization and to redeem their loyalty points for donations. This redesign increased cardholder donations to the charity by an average of 20 percent annually between 2009 to 2015.

### Success Story

Since 2009, TSYS and the FI have partnered to better engage cardholders with the retailer's charitable initiatives. These efforts have included designing a way for cardholders to donate their loyalty points to the charity – and to ensure that the points converted to a clear dollar value for the charity. Since the overarching goal was to increase donations, it was imperative not to spend heavily to market the program.

Early on, TSYS designed the customer experience to include banner advertising on the rewards website. Over the years, TSYS developed the program to integrate highly personalized interactions into the site – like promotional modules and logins that recognized and

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greeted cardholders who had previously redeemed their loyalty points to contribute. In order to deepen the emotional connection with the program, the more recent enhancements include sending cardholders interactive voice response (IVR) and direct marketing communications during a six-to-eight-week promotional period. In the most recent iteration of the program, cardholders were thanked for their donations with a personalized letter coupled with a branded gift – either a tumbler or a keychain – to create a surprise-and-delight moment and further increase program awareness.

“TSYS provided awareness of – and donations to – our charitable program with the insights and recommendations to engage the existing cardholder community and expand it year-over-year since 2009,” according to the executive program director.

“We are proud to support this charity and felt it important to create a seamless digital experience for cardholders that would both encourage donations and allow them to be made with ease.” He adds: “We continue to be pleased with the strategic recommendations and the turnkey solution provided by the TSYS Loyalty team, and the significant results achieved.”

Program metrics have steadily improved each year, with loyalty point redemptions for donations growing an average of 20 percent yearly. The top contribution from a cardholder in 2015 was \$400, with 10 percent of cardholders in 2015 and 17 percent in 2014 donating \$50 or more. Over the program’s life span it has generated about \$200,000 in total loyalty-point donations from 8,472 participating cardholders.

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