



Increasing Cardholder Awareness of Travel Rewards and Benefits

Using a travel rewards and benefits showcase book to inform cardholders about their valuable program benefits - and to inspire them to participate



How can an issuer remind cardholders about its vast travel reward offerings and card benefits while emphasizing the reward program's unique points of differentiation? The answer: Create a showcase book highlighting the available travel rewards while reaffirming the prestige and value of being a card member.

- > **CLIENT:** A leading global financial institution
- > **CHALLENGE:** Communicating advantages of credit card travel rewards and benefits program in an inspiring way while increasing awareness and cardholder spend
- > **SOLUTION:** TSYS Loyalty
- > **OUTCOME:** Campaign exceeded the FI's expectations, achieving a 5 percent redemption rate, and propelled many cardholders to redeem rewards or go to the mobile-friendly rewards website for the first time. It also increased average cardholder spend.

The Challenge

A leading global financial institution (FI) consulted with TSYS® on how to improve communication with cardholders concerning their travel card rewards and benefits program. It sought to create an aspirational, yet informative showcase book that would increase awareness of the credit card's benefits and drive cardholder spend. Other goals included more cardholder visits to the FI's mobile-friendly website and calls to its toll-free number.

communications with a significant portion of its affluent cardholder base. TSYS recommended designing a showcase book featuring stunning travel photography worthy of displaying on one's coffee table. But it also had to be informational, increasing awareness of the many card benefits offered - including reimbursement for air lounge access and lost luggage, security features, lack of ATM fees, roadside assistance, and the ability to pay for travel with points.

Success Story

TSYS first assessed the FI's current loyalty program's performance to identify opportunities for increasing

TSYS then designed and produced a multi-channel marketing campaign that included sending one of the FI's customer segments, approximately 20,000 cardholders,

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the beautifully printed "Fall Travel Showcase Book" focused on airfare and leisure with the objective of encouraging customers to redeem their points for travel, either via the mobile-friendly rewards website or with a live agent through the program's toll-free number. The showcase book reminded cardholders of the card's benefits while visually highlighting the travel reward options. Upon receipt of the showcase book, 10 percent of cardholders, logged onto the rewards website - some for the first time.

The program TSYS executed exceeded the FI's expectations: It achieved a 5 percent redemption rate. Twenty-nine percent of the accountholders who redeemed did so within one week of receiving the book. Another 18 percent did so within two weeks of receipt. Airfare and leisure received the highest redemptions - reflecting the catalog's design and emphasis. The piece positively affected cardholder behavior, with the average points redeemed higher - specifically on airfare and cash-back rewards - among those who received the book compared with those cardholders who did not receive it.

Furthermore, many cardholders redeemed rewards for the first time after receiving the travel showcase book, which sparked cardholder spending on a significant number of cardholder accounts. Account holders who received the catalog showed an average spend increase of 25 percent two months after - when compared to the same time period the year prior. Those accounts with leisure redeemers averaged \$1,700 more in card spend during the 60 days following the campaign - again compared to the same time period the year before.

Based on the success achieved by its Fall Travel Showcase Book campaign, the FI plans for TSYS to design and deploy this type of initiative on an annual basis.



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Leisure redeemers averaged
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60 days following the campaign.



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