Embrace Digital

As the number of digital-first customers continues to grow, they expect a seamless digital experience across all of their financial services, including credit card rewards programs.

55%
The percentage of high-income consumers who use at least one type of digital wallet to make in-store or online purchases.

29%
The percentage of digital wallet users who would be "very" or "extremely" likely to switch financial institutions for access to their preferred types of rewards programs.


Community Banks Can Dominate the Credit Card Loyalty Game

Rewards have become table stakes. With more cards than ever to choose from, consumers and businesses are shopping around for the solution that gives them the best value. By following a few key tips, community banks can position their programs to dominate the credit card market.
Create “Surprise and Delight” Moments

In a society of convenience, if you can provide a benefit without customers having to lift a finger, it’s a home run. If they can see results immediately, it’s a grand slam.

48.7%
The percentage of consumers who want to earn cash back and have it immediately available in their bank accounts.

45.5%
The percentage of consumers who want cash back to apply it immediately to their purchases.

Bank Local
COVID-19 has increased a sense of community across the country. Your credit card rewards program can emphasize your community-centric mission by featuring local businesses.

80%
The percentage of consumers who feel more connected to their communities.

88%
The percentage of consumers who expect these community connections to stay intact.


More than half of both men (52%) and women (54%) prefer to donate money using credit and debit cards.

The percentage of consumers who say they plan to maintain or increase their philanthropic donations in light of COVID-19.

Give Back

Philanthropy is more important than ever. Credit card rewards programs that offer donation options will fare better in both perception and adoption.

Engage Customers

Banks who keep their rewards programs simple and easy to use gain the greatest adoption. And educating customers about your program drives use and increases the program’s ROI.

Customers who fully understand their rewards program spend an average of $307 more per month.

Expand that impact by getting existing customers who don’t already carry your card to do so—by focusing on the strength of your rewards program.

Sources:
- Giving USA.
You can generate a **70%** return on initiatives by targeting existing customers with new products versus the **10%** that comes with new customer acquisition.

Plus, tailored programs—like rewards—that deepen your relationship with your customers increase the likelihood of your top-of-wallet status: Banks that do this well account for **60%** of wallet share.


**Offer Competitive Rates**

While rewards dominate, savvy consumers and businesses are still checking their annual percentage rates (APRs). Factor rates into promotional efforts and target those demographics who may be more sensitive to APR.

The percentage of consumers who will choose one credit card over another because of finance charges and interest rates.

Source: 2018 TSYS U.S. Consumer Payment Study, TSYS.

For more information on credit cards rewards programs, download our latest white paper, **“Cultivating the Strategic Value of Credit Card Rewards Programs.”**