



What is CARDS^{CX}™?

Driving brand awareness and revenue requires maximizing every engagement tool at your disposal. Yet, many institutions fail to leverage their card program to do so. CardsCX™ goes beyond offering core card solutions and program components to deliver a full suite of card services that engages customers and helps build fee income.

CardsCX is a payment solution that helps you...

Give customers peace of mind by replacing lost, stolen or compromised cards instantly.

Enhance the customer experience by delivering cards instantly and by mail.

Strengthen brand awareness and grow revenue utilizing an easy and effective card program to support acquisition and drive customer engagement objectives.



Distinguishing Features

1

We deliver an end-to-end solution that supports account acquisition to drive profitability and cardholder satisfaction.



Card Manufacturing

Nearly half of Americans own a contactless card, and that number is growing.¹



Card Personalization

33% of consumers who abandoned a business relationship did so because personalization was lacking.²



Instant Issuance

Instant issuance increases activation rates by 93%.³



Prepaid Cards

The prepaid segment is expected to grow exponentially by 2022, with the U.S. market touching \$3.1 trillion.⁴

2 Create top-of-wallet engagement

Don't underestimate the power of a cool-looking card. We deliver a number of opportunities to make sure your card stands out, including contactless technology, cards customized with a favorite pet or family, sustainable cards, metal cards, and more.



Attract high-end cardholders

The estimated target audience for metal cards is nearly 40 million-strong⁵

Instant gratification = Instant results

82% of cards are activated with instant issue compared with 50% for cards that are mailed⁶

Drive revenue and delight cardholders

Personalized credit card customers average slightly more than 10 transactions per month⁷

Going green gives you a competitive advantage

93% would switch to a recovered ocean plastic card if it were offered by their current issuer⁸

3 What does "fully managed solution" mean?

- Our dedicated, experienced team is available to guide you
- We take a consultative approach to ensure your card programs are considered in the context of your customer engagement and activation strategies
- The solution is easy, seamless and profitable
- We're an extension of your financial institution



Harland Clarke is here to help you succeed.

Count on us to make the most of your card program, driving what matters to your financial institution: affordable innovation, brand awareness, revenue and — most important — customer engagement.



Discover how our full suite of cards, innovative card technology and superior service combine to give you a competitive edge.

Call 1.800.351.3843
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