



# What is **CARDSCX**™?

**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

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



**Card Manufacturing**  
Nearly half Americans own a contactless card, and that number is growing.<sup>1</sup>



**Card Personalization**  
33% of consumers who abandoned a business relationship did so because personalization was lacking.<sup>2</sup>



**Instant Issuance**  
Instant issuance increases activation rates by 93%.<sup>3</sup>



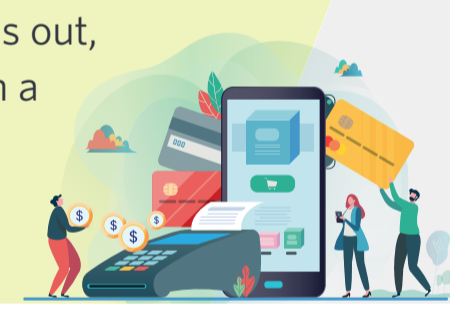
**Prepaid Cards**  
The prepaid segment is expected to grow exponentially by 2022, with the U.S. market touching \$3.1 trillion.<sup>4</sup>



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, family or sports team, sustainable cards, metal cards, and more.



*Attract high-end cardholders*

The estimated target audience for metal cards is nearly 40 million-strong<sup>5</sup>

*Instant gratification = Instant results*

82% of cards are activated with instant issue compared with 50% for cards that are mailed<sup>6</sup>

*Drive revenue and delight cardholders*

Personalized credit card customers average slightly more than 10 transactions per month<sup>7</sup>

*Going green gives you a competitive advantage*

93% would switch to a recovered ocean plastic card if it were offered by their current issuer<sup>8</sup>

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  
Email [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com)  
Visit [harlandclarke.com/CardsCX](http://harlandclarke.com/CardsCX)

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<sup>1</sup>Tepper, Taylor, "Contactless Credit Cards and Payments: The Good, The Bad, and The Ugly," Wirecutter, May 7, 2020  
<sup>2</sup>The Financial Brand  
<sup>3</sup>Harland Clarke client data  
<sup>4</sup>Infosys, "Prepaid Card Industry - Product Offerings, Leading Players, Current Trends, and Challenges Faced," 2018  
<sup>5</sup>CPI Card Group  
<sup>6</sup>Aite Group  
<sup>7</sup>The Financial Brand  
<sup>8</sup>CPI Card Group