



BEST PRACTICES FOR IMPLEMENTING AN EFFECTIVE PREPAID CARD PROGRAMME

As paper cheques increasingly go the way of the Dodo bird due to their inefficiency and high processing costs, many organizations are turning to environmentally-friendly, paperless solutions.

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For organisations with consumer reward and incentive programmes, prepaid cards are fast becoming the preferred choice as a result of their flexibility and extensive benefits.

Prepaid cards programmes have proven to be dependable, secure and cheaper to administer than most other types of payments, and appear to be widely favoured by consumers. Visa prepaid cards are generally accepted around the world, in shops and online, which makes them easy to use. Furthermore, because branded prepaid cards are fairly new in Europe, consumers can view them as more prestigious and exciting, providing a competitive edge in the highly competitive consumer promotion marketplace.

Citi Prepaid Services can help organizations develop a card programme which offers a measurable impact in terms of reduced costs, valuable insights through reporting, strengthening of brand messages and the encouragement of cardholder spend back with the issuer driven by marketing materials and website promotions. Citi's consultative approach helps to deliver customised solutions that provide opportunities for innovative marketing and the deepening of customer relationships.

The following are seven best practices formulated by Citi for implementing an effective prepaid card programme:

1. Know Your Stakeholders – Before implementing a prepaid card programme, organisations should look at their stakeholders to gain a thorough understanding of how best to deliver a beneficial experience to consumers. Citi works closely with clients to help achieve insights into the organisation's consumer reward and incentive strategy in order to develop recommendations for a highly customised card solution that is intended to benefit both the client and the consumer.



2. Create a Plan – Citi endeavors to understand each clients' consumer demographic and then based on that information, create a Programme Design Plan which provides a clear roadmap for implementation. The Plan is a comprehensive outline of all configurable elements of the proposed card solution, and is designed to ensure the client is comfortable with each programme component while assuring a smooth and seamless launch to market. According to Kelly Facemyer, Vice President, Prepaid Implementation EMEA for Citi Prepaid Services, "The Programme Design Plan is really effective because it makes sure everyone is on the same page and working toward the same goal. Ultimately, we want to be sure there are no unpleasant surprises."

3. Determine Package and Delivery Options
One of the biggest advantages of a prepaid solution is the opportunity to brand the card itself, maximising brand awareness. Citi works with clients to create a customised card package that is impactful, ensuring consumers know where the reward has come from and exactly how to use it. Facemyer adds, "The most effective card packages combine branding that is familiar to the consumer base with practical messaging which clearly outlines the benefits of the card programme to the cardholder."

4. Develop Cardholder Website – A key component of any prepaid solution is the cardholder website, which provides a convenient self-servicing hub for cardholders, including year-round 24x7 balance and transaction information, along with additional programme and Customer Service detail. Citi helps clients take advantage of the cardholder website as a branding opportunity that can be integrated with the organisation's marketing platform, providing the option to include links to their own online store, making it more likely that consumers will spend their rewards back with the company.

5. Technology – The technical piece of any implementation can seem overwhelming initially; however, Citi looks to ensure that the process of submitting cardholder and payment data is simple. There are multiple formats and

transmission channels available which can suit clients and partners of various sizes. Citi will work with the appropriate technical resources during implementation to make sure files and data transfer are comprehensively tested and agreed upon ahead of programme launch.

6. Customer Service – Making sure cardholders receive prompt and effective customer service is critical to any prepaid card programme's success. Citi puts a significant emphasis on customer service, providing agent training for each launch to ensure the team is prepared to handle any programme specific issues quickly and efficiently, and with a minimum of hassle for cardholders.

7. Programme Performance Reporting – Citi provides a robust suite of business and performance reports which offer full details of payments and cardholder demographic data. Additionally, Citi is able to provide aggregate spend data which gives clients insight into where their reward payments are being spent. Clients then have the ability to more effectively identify possible partnering opportunities with other retailers, or gain further understanding into how to capture additional spend back through their own retail or online channels.

Transforming Consumer Incentives

Citi Prepaid Services has transformed consumer incentives by converting inefficient paper-dependent or merchandise-based programmes into comprehensive electronic solutions. Bringing expertise and proven success from years of programme experience in the U.S., Citi Prepaid Services is delivering critical benefits to organisations across Europe, the Middle East and Africa.

Organisations are able to increase customer loyalty, extend their brand, achieve operational efficiencies and realise significant cost savings.

Taking a consultative approach, Citi works closely with clients to deliver customized solutions that are intended to meet their unique marketing objectives, delivering better auditing and transparency, and offering simple online programme management – all with no technology investment required. Citi's prepaid card solutions can offer re-loadable reward cards, fully custom materials, easy fulfillment, unique and targeted communications, dedicated support, and a robust reporting package. As an added benefit, prepaid card programmes are extremely efficient, reducing administrative demands, and are simple to manage through a secure, robust online platform.

Perhaps most importantly, we believe Citi Prepaid Solutions can create opportunities for highly effective marketing that delivers strong customer satisfaction. Prepaid cards are rapidly emerging as the leading choice for consumer incentive programmes that deliver measurable results.