

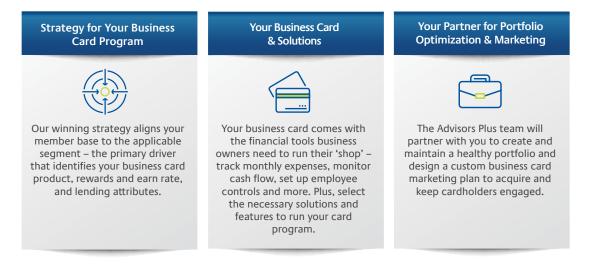


Business Card Solutions Program

Built for Your Business Members

It is time to build your Business Card program. With PSCU/Co-op Solutions' winning strategic plan, our dedicated business team works with you to serve the financial needs of your business members. Whether you're enhancing an existing business card program or launching a new one, we can help you build your Business Card program and generate income for your financial institution.

The process starts by sharing your opportunities and goals. Then the PSCU/Co-op Solutions team leverages this information along with market and other relevant industry data and presents the plan that best meets your goals – while providing robust products and solutions Built for Your Business Members.



Features

The Business Card Solutions program is a turnkey, comprehensive program with all the elements to build your program for the first time or enhance your existing program.

- Business Card product with competitive rewards, and always on/ seasonal merchant funded offers, card benefits and more
- Revenue opportunity with a five-year projection with PnL drivers and pricing recommendations
- Business Card Management and other business-focused solutions, like data options to feed your member's expense management, accounting platform or ERP system
- Advisors Plus consulting services:
 - Live banker training webinars to prepare your team to promote the card
- Data mining to identify business owners who are using a personal card to manage their business expenses
- Custom marketing plans and creative assets to acquire new or engage existing cardholders

Business Card Solutions Program

Benefits

- Provide industry knowledge and a winning business card strategy
- Partner with you throughout the process and help you make important decisions along the way
- Deliver a compelling program, so you can focus on acquiring, servicing and engaging your members

Your loyal business members will thank you for taking care of them and their financial needs.





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