



Choosing Your Card Solution Partner

You need a partner who can work with you in meeting your long-term goals of card-based solution, and at the same time work within your current budgetary constraints.

A successful card solution revolves around continued focus and commitment to delivering innovative value-added solutions around the paradigm. The partner that you choose should demonstrate the focus and enable you to meet your long-term goals and at the same time work within your current budgetary constraints.

Here are some of the attributes of an effective card solution:

Flexibility

Easily configurable to suit customers' changing marketing and promotional requirements

Support for multiple variants of card programs

Convenience

Convenient for both the customer (card-issuer) and the end-consumer

Easy to track & manage

Consumer touch points

Touch points to consumers, across multiple via-media

Ability to purchase, activate, use, and track cards on a multitude of media: physical stores, web stores, mobile, third-party stores, etc.

Support for different card forms and flavors

Physical, virtual (e-Card), paper-based, plastic, magnetic strip, RFID, etc.

Support for different forms to be used simultaneously and interchangeably

Ability to enable partnering & co-promotional activities

Drive additional value to the program, through group programs, consortium programs, etc.

Personalization

Multiple options for personalizing the program to suit consumer requirements

Sharing best practices

Solution provider should facilitate retailers and consumers with relevant, global best practices