

# BEST PRACTICES & RECOMMENDATIONS

## Debit Acquisition Study

Identify new areas of opportunity to improve Debit performance



### OPTIMIZE DEBIT

Position your debit card as a key “payment” tool – not a “comes with” product for your checking account

### Organizational Strategy

### Branch Support Capabilities

Develop targeted strategies to help optimize the debit portfolio

Educate personnel on the benefits of debit to the credit union

Promote collaboration between the debit team and the rest of the organization to develop a holistic strategy

Onboarding

Early Month on Book

Communication

Develop marketing campaigns focused on using the card digitally (digital wallet, eCommerce, card-on-file) as well as POS (especially small ticket items)

Develop staff performance metrics and incentives to promote conversations that drive penetration, activation and usage

Build debit card loyalty with personalization and merchant-funded offers

### New Areas of Opportunity to Improve Performance

**Mature Product**  
Debit is a highly mature product with DDA (Demand Deposit Account) growth and penetration

**Digital Channel**  
Digital is the fastest growing channel coupled with the challenge of every issuer vying for top-of-wallet status

**Better Experience**  
Consumers increasingly gravitate towards providers that offer better solutions and relevant customer experiences

**Drive Usage**  
With usage being the main anchor of debit card growth, identifying areas to increase usage becomes critical

### Debit Card Positioning

### Member Engagement

Educate employees and members on security features

Promote debit card features, benefits and security during the account opening process

Value is in access and convenience

Promote both in-person and digital use cases

Position as a tool that not only provides access to funds but also enables payments and purchases

Promote member follow-up in the early months of the relationship to drive desired member behavior

Optimize the account opening process by integrating debit card benefits, features and security

Monitor activation and usage of cards for future follow-up communications

Instant card issuance is a differentiator; enable and promote in-branch PIN selection and security activation