Give Transactions Special Attention

Intense competition for account retention and acquisition creates a constant risk that your cardholders may receive a more attractive offer or a more personalized communication from your competitors.

Transaction Level Processing (TLP) is a marketing tool used to systematically separate specific transactions from normal processing for special handling. With TLP, your credit union can create customized offers in which transactions of your choice qualify for a designated promotional rate—this could even be 0%—for a specific period of time or for the life of the promotional balance. As costs associated with gaining new cardholders continue to rise, maximizing the profitability and retention of your existing cardholders is critical. Utilizing TLP can increase your cardholders' activity, satisfaction and loyalty.

“Our annual TLP promotion has proven to be extremely profitable. Last year, we opened 600 new credit accounts and transferred $6.7 million in total balances during the three-month period. We consistently see a net yield of 4.65% for this effort and I think we will achieve that this year as well.”

— Clearview Federal Credit Union

Solution Summary

Transaction Level Processing gives Member-Owner Credit Unions a proven tactic to use within larger acquisition and usage strategies to attract new cardholders, awaken dormant accounts and grow revenue.

- Systematically separate specific transactions from normal processing for special handling.
- Create customized offers in which transactions of your choice qualify for a designated promotional rate for a specific period of time or for the life of the promotional balance.
- Filter accounts from a particular promotion based on sys/prin/agent criteria and/or your special account flagging.
- Track up to 50 separate promotional balances for each cardholder.
Easily Manage Promotional Rates

With TLP, specific transactions can be handled uniquely. Transactions may be included or excluded from a promotion based on:

- Transaction date
- Account open date
- Transaction merchant number
- Transaction type (merchandise/cash)
- Transaction amount

Credit unions can also filter accounts from a particular promotion based on sys/prin/ agent criteria and/or your special account flagging. And because TLP can track up to 50 separate promotional balances for each cardholder, there is no longer any need to “clear” the buckets before starting another promotion.

Increase Profitability and Satisfaction

As cardholder acquisition costs rise, maximizing the profitability and retention of your existing cardholders is critical. Transaction Level Processing promotions are the key to increasing your cardholders’ level of activity. The Transaction Level Processing solution allows you to quickly and easily implement creative credit card promotions to attract new cardholders, stimulate card usage, grow balances, and retain your most valuable cardholders—all leading to a more profitable and higher quality portfolio.