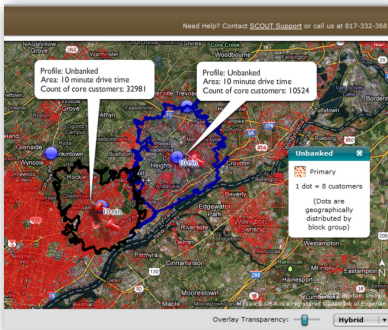


GPR: Strategies and Best Practices



The following are proven Strategies and Best Practices your financial institution may want to implement for selling General Purpose Reloadable (GPR) cards to customers. You will find a more in-depth review of many of them in the TransCard White Papers available in the Newsroom at TransCard.com

As you start to develop your Prepaid Card Marketing Plan, make sure you contact your TransCard Business Leader for access to our cloud based marketing toolkit, which provides various marketing and training materials, including press release and internal memo templates that you can download and customize.



Also, be sure to contact our Director of TransCard Insights, Ben Murphy, to get a FREE analysis of the unbanked/underbanked, teen, college student or commercial employer population within a selected radius of each of your locations.

You can choose to have TransCard develop a turnkey targeted campaign using this analysis or you can request the list and coordinate your own campaign.

Contact: bmurphy@transcard.com for details.

Strategy 1: Convert Check Cashers

Offer a GPR Card to non-customers who come into a branch to cash checks

- Waive the check-cashing fee if they put the cash on the card
- Communicate how to have funds direct deposited to the card in the future

- Benefits:**
- Reduce the cost of maintaining cash in the vault
 - Reduce the risk of handling cash for employees and customers
 - New account acquisition



Strategy 2: Offer an Alternative Product to Turndowns

- Provide a monetary incentive for getting a GPR card and putting a minimum load of \$50 on the card
- Communicate how to have funds direct deposited to the card in the future

Benefits:

- Create new banking relationships with customers you previously turned down
- Eliminate the expense of unprofitable low-balance checking accounts
- New account acquisition

Strategy 3: Market GPR as an “Expense Control” Solution

- Position the card as a simple, easy way to separate home business expenses from the household checking account
- Discuss the merits of the Personal Financial Manager feature as a way to establish budgets and track expenses
- Promote the Text/Email alerts as a way to stay on top of expenses in real time.

Benefits:

- Cross-sell additional products to existing customers
- Deepen existing relationships

Strategy 4: Help Struggling Customers

- Offer a GPR Card to individuals who incur and are unable to pay excessive overdraft fees.
- Waive a portion of the overdraft fees if they close the checking account and open a GPR account
- Establish a Sound Money Management program and offer financial incentives on the card for completing the program
- Discuss the merits of the Personal Financial Manager feature as a way to establish budgets and track expenses

Benefits:

- Promoting financial responsibility
- Customer retention

Strategy 5: Market GPR to Parents of High School and College Students

- Position the card as a safe and secure way to establish good spending habits
- Reinforce that Text/email alerts will keep parents informed of students’ purchases and available balance
- Leverage relationships with high schools and colleges in your area
- Exhibit at “Back to School” days and instantly register and load cards through ECOS

Benefits:

- Promoting financial literacy and responsibility
- Deepen existing relationships
- New account acquisition



Contact the TransCard Sales Team at: 1-800-504-3126
or sales@transcard.com www.transcard.com