

Card Partnerships

Making sense of a complex market

What should we expect from the relationship?

How does our deal compare to others?

What flexibility is available?

What can a credit card supplier offer?

How should we select a supplier?

What can we negotiate?

How should we implement the scheme?

How will we select the right partner?



Card partnerships are becoming a popular means of additional income generation, but choosing the right partner and negotiating the right deal often needs an experienced hand at the helm.

A HELPING HAND IN A COMPLEX MARKET

GET THE MOST FROM YOUR BRAND

Offering a credit or pre-paid card is often an attractive proposition for many organisations looking to generate additional income and extend their range of services to customers. There is however a bewildering choice of suppliers, features and benefits which can be confusing to those who are new to the market.

Affinity Solutions has a wealth of experience in the affinity card market and is perfectly placed to help you develop your card strategy, choose the right partner and get the most from your marketing strategy.

DELIVERING THE PROMISE

The process used to develop and implement an affinity card strategy is dependent on your exact requirements and experience, but may include:

- ❑ **Healthcheck** – How is your existing card partnership performing?
- ❑ **Strategy** – How will the card fit within your wider marketing strategy? What is the overall potential of the opportunity? What do you have to offer a card supplier?
- ❑ **Selection** – Which providers should be approached and how?
- ❑ **Communication** – How can the opportunity be communicated in a way which generates interest and differentiates from the competition?
- ❑ **Evaluation** – How can responses be compared? How will a partner be chosen?
- ❑ **Negotiation** – Where are the key areas of flexibility and what are the key questions to ask?
- ❑ **Contractual** – How can you protect your interests and ensure a balanced agreement?
- ❑ **Management** – How will the agreement be monitored and refreshed over time?

ACCOUNT EXPERIENCE

Affinity Solutions is one of the UK's leading authorities on affinity card agreements, with experience gained from working with many affinity groups and card issuers. Experience includes:

- ❑ Selection, negotiation, facilitation and management of a market leading credit card arrangement for one of the UK's highest profile charities
- ❑ Product design, partner selection and implementation of a credit card partnership which included the successful integration of a card with an existing loyalty programme
- ❑ Creating an added value partner strategy for one of the UK's leading high street banks
- ❑ Selection and negotiation of a credit card agreement for one of the UK's leading youth charities
- ❑ Benchmarking the terms and product features of the TUC's credit card and assisting in the renegotiation of its contract on favourable terms

Could Affinity Solutions help you select a credit card supplier?

- Are you happy with your existing card relationship?
- Do you need help with your card renewal?
- Are you uncertain of what the opportunity is worth?
- Have you got a strong brand but limited card experience?
- Are you unsure about what you want from a card partner?
- Would you like to know more about what different card suppliers have to offer?

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AffinitySolutions
Creating Value from Partnerships

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