# Card Activity Rebates (CAR)

Rewarding Members for Using Your Card to Make Purchases

## INTRODUCTION

Match similar reward programs on the market and add a Card Activity Rebate (CAR) program to your member appreciation program! Increase members' use of your in-house debit (and ATM) cards when making their purchases. Use your CAR program to rebate members a certain percentage of their debit card activity every month, up to a maximum configured payment.

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For an updated copy of this booklet, check out the Reference Materials page of our website: https://www.cuanswers.com/resources/doc/cubase-reference/ CU\*BASE<sup>®</sup> is a registered trademark of CU\*Answers, Inc.

## **FREQUENTLY-ASKED QUESTIONS**

## Can I rebate members' purchases made by debit cards?

Yes. The primary focus of this feature is to rebate members on debit card purchases. You can set a percentage per transaction rebate, a maximum monthly rebate, and a maximum rebate amount a single purchase.

## Can I rebate members' purchases made by credit cards?

No. This feature currently does not support rebates of credit card purchases.

## Can I rebate members' purchases made by ATM cards?

Yes. You can elect to include ATM purchases in the rebate and can elect whether to include signature transactions, transactions without signature, or both.

## Can I control the amount that is refunded to my member?

Yes. The rebate program allows you to cap the amount that is refunded to the member.

## Can I offer different rebates to different members?

Yes. To offer the rebate, the program is attached to a savings or checking Dividend Application. This gives your credit union the flexibility to offer different rebates for different accounts. For example, you might offer a higher rebate for a VIP checking account versus a regular checking account.

# Can I offer the rebates only to members who also do certain things to qualify for a higher dividend?

Yes. CU\*BASE allows you to rebate the rewards as part of your Qualified Dividend program. Qualified Dividend programs are generally used to give the member the opportunity to qualify for a higher dividend by certain types of activities such as bill pay or e-Statement enrollment or using their debit card a certain number of times.

### What is the first thing I need to do with either type of rebate?

To offer either type of rebate, you first must set up the program. This allows you to configure the rebate and set the maximum dollar amount of the reward. Then this program is selected in the Dividend Application configuration or Qualified Dividend configuration, depending on the desired method.

### Is there reporting for the feature?

Yes. Transaction and exception reporting are available for this feature.

## **CONFIGURING YOUR CARD ACTIVITY**

## REBATE

To offer the CAR rebate, first configure your surcharge rebate details using Tool #1320. You will then select to use this surcharge rebate when configuring the Dividend Application.

Description		Rate	Monthly Cap	Per-Trans Cap	Minimum	
			1	+•		
Delete	View				<b>↓</b> ↓	
	I Delete	Delete View	Delete View	Delete	Delete	∎ Delete ■ View

**Card Activity Rebates Configuration (Tool #1320)** 

To create a new surcharge rebate program from this screen, use Add (F6).

#### **CAR Rebate Detail**

Session 0 CU*BASE GOLD - ABC CREDIT UNION File Edit Tools Help	<b>e</b> – ×
Configure Card Activity Rebate Program	CHANGE
Rebate program code     01       Program description     PLATINUM CARD REBATE       Rebate rate per eligible transaction     0.01 %       Maximum monthly rebate amount     5.00       Per-transaction cap amount     1.00       Minimum monthly rebate amount     0.00       Expense G/L account     111.00       Transaction description     PLATINUM CARD REBATE       Transaction to use in rebate calculation     Type       Origins     Origin 16 DEBIT CARD PROCESSING       ✓ Origin 13 ATM NETWORK PROCESSING         For Origin 13, include     ●Pin-based POS         Origin 22 CREDIT CARD PROCESSING         Origin 22 CREDIT CARD PROCESSING	
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The CAR rebate configuration allows you to set the details of the rebate, including the rebate per eligible transfer, a maximum and minimum rebate amount, and a per transaction cap amount.

*Refer to CU\*BASE Online help for field-level assistance.* 

Fill in the fields to define the rebate; then press Enter.

## METHODS FOR DETERMINING ELIGIBILITY

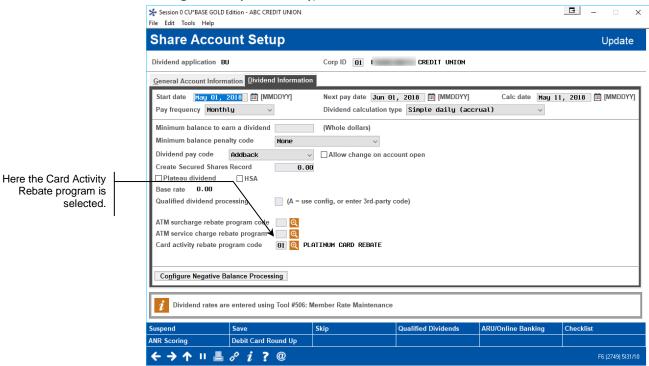
You offer CAR rebates by first attaching the rebate routine to a Dividend Application. That way any member who has an account of that Dividend Application type will qualify for the rebate. You can also go one step further and offer the rebate only to that block of members who also qualify for your Qualified Dividend program attached to that Dividend Application.

## **ELIGIBILITY BY DIVIDEND APPLICATION**

CAR rebates can be given to all members with an account of a selected Dividend Application. Use this method with either savings or checking Dividend Applications. Simply use the *Card activity rebate program code* look-up to select your configured program.

With the configuration shown below, all members having an account of this Dividend Application will receive the selected CAR rebate offering by the credit union.

#### Dividend Application Configuration: Savings/Checking Products Configuration (Tool #777), then "Dividend Information" Tab



## **ELIGIBILITY BY DIVIDEND APPLICATION AND QUALIFIED DIVIDENDS**

• SEE ALSO: Refer to the Qualified Dividends booklet for more details on setting up a Qualified Dividend.

You can use the CAR rebate feature in conjunction with a Qualified Dividend program. Qualified Dividends allow you to configure a checking Dividend Application with specific eligibility requirements, then set up two rate schedules: the **qualified** rate and the **base** rate for non-qualified accounts. While configuring the conditions for the member to be eligible for the qualified rate, credit unions can also configure the dividend to only pay the CAR rebate *if the member qualifies for the higher dividend*.

In this case, you would select *Apply CAR rebate to apply to Qualified members only as shown below. (NOTE: The rebate field only appears if the Dividend is configured with it. See the previous page for details.)* 

	Session 0 CU*BASE GOLD Edition - ABC CREDIT UN File Edit Tools Help	ON				- • ×				
e rebate will only be	<b>Configure Conditions</b>	for Qualifie	ed Dividends			Update				
given to "Qualified" members.	Dividend application CHECKING Transaction description if not qualified Allow members to see current status via online banking Select savings divapl to link									
	Apply CU Card Activity rebates to ON members selected OAII members with this account  ©Qualified members only									
		M	liscellaneous Conditions							
	Require e-statement enrollment	Minii	num audio response calls	00						
	Require bill pay enrollment Minimum online banking logins 00									
	Required Activity by Delivery Channel									
	Description	Minimum # of Transactions	Minimum Transaction Amount	Transaction Types	Account Activity					
	Direct Deposit/Payroll Debit Card Use	000	250.00 0.00	Both Debits	All sub accounts This sub account only					
	Change Delete	View				<b>↑</b> ↓				
	Add Condition									
	$\leftarrow \rightarrow \land \parallel \blacksquare ~i ? @$									

You can also configure a Dividend Application to be a Qualified Dividend but offer the ATM Surcharge to all members regardless of whether they are eligible for the qualified rate. In this case, you would select *All members with this account* as shown below.

Apply CU Card Activity rebates to ONo members selected

## **REBATE PROCESSING**

Card activity rebates are posted to member accounts monthly. Members receive CAR rebates if they have accounts with Dividend Applications configured for rebate. The rebate amount follows your configuration guidelines. If the account is closed or frozen during the month, the member will not receive the rebate.

#### **REBATE PROCESSING**

Card activity rebates are calculated and posted monthly as one deposit, not exceeding the allowed maximum monthly rebate amount. Members see the rebate, along with the description configured in the rebate configuration on their statements.

Card activity rebates are the last process run during end of month processing after dividends are calculated (and posted).

## REPORTING

Two monthly CU\*SPY reports can be used to monitor your CARD activity refunds. The first report, TCARP, serves as the Transaction Register and lists the rebate transactions, with a total of the rebates at the bottom of the report. The second report, TCARP2, lists members who receive a minimum rebate. (This minimum rebate must be configured by your credit union.)

• NOTE: Frozen accounts will not receive any rebate.

#### **CARD Activity Rebate Transaction Register (TCARP)**

5/31/18 10:36:01 RUN ON 5/24/18			TCARP	PAGE USER			
ACCOUNT #	DIVAPL	DEPOSIT	PREVIOUS BALANCE	AIL - AS OF 5. CURRENT BALANCE	DESCRIPTION		
6-010	RC	37.77	2,732.91	2,770.68	CAR REBATE PROGRAM		
0-010	RC	32.82	8.69	41.51	CAR REBATE PROGRAM		
1-010	RC	16.89	166.10	182.99	CAR REBATE PROGRAM		
0-010	RC	1.00	297.33	298.33	CAR REBATE PROGRAM		
0-010	RC	7.00	63.13	70.13	CAR REBATE PROGRAM		
1-010	RC	4.44	35.28	39.72	CAR REBATE PROGRAM		
3-010	RC	1.24	776.03	777.27	CAR REBATE PROGRAM		
	RC	20.44	.59	21.03	CAR REBATE PROGRAM		

#### CARD Activity Rebate Exception Register (TCARP2)

5/31/18 10:36:01 RUN ON 5/24/18					FCU VITY REBATE EXCEPTION REGISTER DETAIL - AS OF 5/31/18	TCARP2	PAGE USER
2	ACCOUNT #	DIVAPL	CALCULATE AMOUNT	USED AMOUNT	EXCEPTION REASON		
	1-010	RC	.97	1.00	Rebate set to Minimum Amount		
	2-010	RC	.79	1.00	Rebate set to Minimum Amount		
	0-010	RC	.82	1.00	Rebate set to Minimum Amount		
	0-010	RC	.54	1.00	Rebate set to Minimum Amount		
	5-010	RC	.10	1.00	Rebate set to Minimum Amount		
2	8-010	RC	.52	1.00	Rebate set to Minimum Amount		