
Credit Card Promotions

A guide to creating and maintaining credit card promotions on CU*BASE

INTRODUCTION

Major credit card companies and big banks seem to spare no expense when it comes to using splashy advertising to entice consumers into high rate credit cards, often laden with hidden charges and sky high fees. While this is perhaps a workable business model for the *ahem*, sketchier side of the finance world, some of those consumers are credit union members, often our very own members, who may be unaware that their own credit union can provide a credit card loan with a fair APR, fully disclosed fees and charges, and above all else – competitive rates and some pretty splashy promotions of our own.

SettleMINT^{EFT}

The SettleMINT EFT team wants you to know that offering credit card promotions for your members, both by individual member and by loan category, is simple and quick to accomplish! This walk through guide is intended to give you and your credit union a complete road map to execute a credit card promotion in CU*BASE, including examples of some popular promotion campaigns.

For more information about credit card promotions, and other credit card related tasks, please check out the [Credit Card User Guide](#).

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CONTENTS

<u>INTRODUCTORY RATES</u>	<u>3</u>
HOW TO SET UP AN INTRODUCTORY RATE	3
INTRODUCTORY RATE EXPIRATION	6
<u>LOAN CATEGORY CAMPAIGN</u>	<u>8</u>
WHAT IS A LOAN CATEGORY CAMPAIGN?	8
HOW TO SET UP A LOAN CATEGORY CAMPAIGN	8
<u>RATE OVERRIDE</u>	<u>11</u>
WHAT ARE RATE OVERRIDES?	11
HOW TO SET UP A RATE OVERRIDE	11
OVERRIDE RATE EXPIRATION	14
<u>EXAMPLE PROMOTIONS</u>	<u>16</u>

INTRODUCTORY RATES

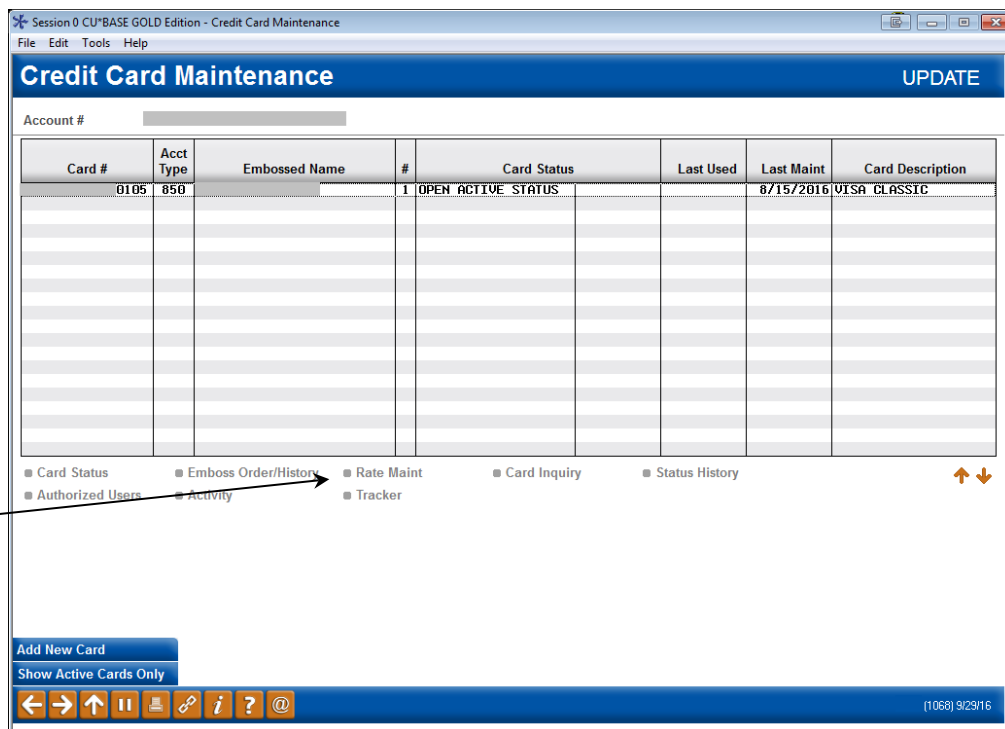
When referring to an introductory rate, we are often referencing a new member opening a credit card loan who may qualify for a short term APR lower than the regular rate, or perhaps a low rate on Balance Transfers after a new card is opened. Whatever the reason for the special rate, introductory rate promotions are an easy way to gain member loyalty and are simple to set up in CU*BASE. Once a credit card loan has been created, follow the steps below to set up this new rate for the member.

HOW TO SET UP AN INTRODUCTORY RATE

Introductory rates are set up on a member level, as the rate is specific to the particular member receiving the promotion. To begin the promotion, navigate to **Tool #12 Update/Order Online Credit Cards**.

1. Enter the base account number or the last 4 digits of the card number to access the member account, then select Enter. Once in the credit card maintenance screen, select the appropriate card, and the link for **Rate Maint**.

Update/Order Online Credit Cards (Tool #12)



Account #

Card #	Acct Type	Embossed Name	#	Card Status	Last Used	Last Maint	Card Description
0105	850		1	OPEN ACTIVE STATUS		8/15/2016	VISA CLASSIC

■ Card Status ■ Emboss Order/History ■ Rate Maint ■ Card Inquiry ■ Status History
■ Authorized Users ■ Activity ■ Tracker

Add New Card
Show Active Cards Only

Navigation icons: ← → ↑ ▢ 🔗 ⓘ ? @

(10/6/16) 9:29:16

Highlight the member card, and select Rate Maintenance.

You will have to select and work with each rate bucket separately if the promotion applies to multiple buckets.

The Rate Maintenance screen displays all charge types, which we also refer to as “buckets,” that are available to you.

Credit Card Rate Maintenance

Session 0 CU*BASE GOLD Edition -
File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]
Category 16 VISA CLASSIC

Charge Type	Pending	Lock	Current Rate	Rate Code	Master Rate	Rate Code	Description
BT 999			18.000		18.000		balance transfer
CA 999			15.000		15.000		cash advance
PU 998			12.000		12.000		purchases
PU 999	P		2.990		18.000		purchases

Select
 Lock/Unlock
 ↑ ↓

Refresh

(4196) 9/29/16

2. Highlight a bucket and select it to work with the rate. In this example, we have selected the Purchase bucket.

Credit Card Rate Maintenance Purchase Bucket Detail Screen

Session 0 CU*BASE GOLD Edition -
File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]
Category 16 VISA CLASSIC

Charge type PU 998 Description purchases
Date range: From Jul 25, 2013 To 9999999999 Filter All Pending

S	R	ID	Effective Date	Old Rate	Old Rate Code	New Rate	New Rate Code	Comment

Change
 Delete
 View
 ↑ ↓

(4197) 9/29/16

Select "Add" to begin adding the new rate to the member account.

3. Add a new rate override by selecting the Add button at the bottom of the screen.

Credit Card Rate Maintenance Screen

Enter the desired new rate, and the effective date.

Session 0 CU*BASE GOLD Edition -

Account # [REDACTED]
 Category 16 VISA CLASSIC
 Charge type PU 998 Description purchases
 Range Jul 25, 2013 To Default
 Current rate 12.000 Rate code Master 12.000 Rate code
 Change reason S Special Rate
 New rate 01.990
 Comment SPECIAL PURCHASE RATE
 Effective date Sep 29, 2016 [MMDDYYYY]

Refresh
 Skip

Navigation icons: back, forward, up, down, search, help, @

(1727)

4. Enter the new rate, and in the comment field, the description assigned to the promotion. Enter the effective date that the new rate will be available to the member. Using the spyglass, select 'S' Special Rate, or 'C' Customer Match, depending on your internal preference. Use Enter to update the screen.

Credit Card Rate Maintenance Reason Selection Screen

Code	Short Description	Description	Refresh
C	Valued Master	Valued Customer Refresh Master Rate	
M	Master	Refresh Master Rate	Y
P	Penalty	Penalty Rate	
R	Resume	Resume Current Rate	Y
S	Special	Special Rate	

Select

Navigation icons: back, forward, up, down, search, help, @

(3032)

5. As most introductory rate changes are effective immediately, the confirmation screen below alerts you that the rate will take effect immediately upon confirmation.

Session 0 CU*BASE GOLD Edition - Confirm Update

Update immediately?
 New rate will be 1.990

Confirm
 Skip

Navigation icons: back, forward, up, down, search, help, @

(1723)

After confirming the message, CU*BASE returns to the rate maintenance screen, where you can see the rate is now adjusted. Use the instructions above to continue to add rate promotions for any buckets needed.

INTRODUCTORY RATE EXPIRATION

If the rate should expire, which typically Introductory Rates do after a certain period, then you will need to add one more record for the expiration.

1. While at the rate maintenance screen for the charge type, you will again select to add a new record.

Credit Card Rate Maintenance Purchase Bucket Detail Screen

Note that here is the previous record that was entered in the last step for the beginning of the promotion.

Session 0 CU*BASE GOLD Edition - Rate Maintenance

Account # [REDACTED]
 Category 16 VISA CLASSIC Charge type PU 998 Description purchases
 Date range: From Jul 25, 2013 To 9999999999 Filter All Pending

S	R	ID	Effective Date	Old Rate	Old Rate Code	New Rate	New Rate Code	Comment
U	S	/Q		12.000		1.990		SPECIAL PURCHASE RATE

Change Delete View

Refresh
Add
Card Rate History

(4137) 9/29/16

2. On the next screen, use the spyglass to select 'M' Master Rate or 'R' Resume Rate to end the promotion and return the member to their previous rate. These two options will look at your interest rate on the bucket when changing the rate back at the expiration timeframe.

Credit Card Rate Maintenance Reason Selection Screen

Session 2 CU*BASE GOLD Edition - Reason Selection

Code	Short Description	Description	Refresh
C	Valued	Valued Customer	
M	Master	Refresh Master Rate	Y
P	Penalty	Penalty Rate	
R	Resume	Resume Current Rate	Y
S	Special	Special Rate	

Select

(3032)

3. Leave the interest rate at 0% (so it will return to the the interest rate on the charge type) and enter your effective date.

Please note that is a member should have the rate until the end of the month, set your expiration date for the 1st of the month.

Credit Card Rate Maintenance Screen

Session 0 CU*BASE GOLD Edition -

Account # [REDACTED]
 Category 16 VISA CLASSIC
 Charge type PU 998 Description purchases
 Range Jul 25, 2013 To Default
 Current rate 1.990 Rate code Master 12.000 Rate code

Change reason M Refresh Master Rate
 New rate 00.000
 Comment END SPECIAL RATE
 Effective date Nov 29, 2016 [MMDDYYYY]

Refresh
 Skip

(1727)

4. Once you select enter it will bring you back to the rate maintenance screen where you can see the updated rate and the pending end rate.

Credit Card Rate Maintenance Purchase Bucket Detail Screen

Session 0 CU*BASE GOLD Edition -

File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]
 Category 16 VISA CLASSIC Charge type PU 998 Description purchases
 Date range: From Jul 25, 2013 To 9999999999 Filter All Pending

S	R	ID	Effective Date	Old Rate	Old Rate Code	New Rate	New Rate Code	Comment
M	7Q		Nov 29, 2016	1.990		.000		END SPECIAL RATE
U	S	7Q		12.000		1.990		SPECIAL PURCHASE RATE

Change Delete View

Refresh
 Add
 Card Rate History

(4197) 9/29/16

LOAN CATEGORY CAMPAIGN

WHAT IS A LOAN CATEGORY CAMPAIGN?

A loan category campaign is exactly what it sounds like; the promotion is configured at the loan category level, and applies to **all** members within that loan category. The instructions below will assist you in selecting the charge type, rate, and effective dates to configure a loan category campaign.

HOW TO SET UP A LOAN CATEGORY CAMPAIGN

To begin a loan category campaign, access **Tool #907 Update Online CC Rate/Charge Types**.

1. After you've accessed the tool, select your loan category from the available list of loan categories. These are all loan categories with Process Type "V" in the loan category configuration screen.

Credit Card Definition Screen

The screenshot shows the 'Credit Card Definition' window in CU*BASE GOLD Edition. It includes a 'Category code' input field and three data tables under the heading 'Credit Card Categories'. The first table contains the following data:

Code	Description	Code	Description	Code	Description
16	VISA CLASSIC (ON-LINE)				
17	VISA GOLD				
37	VISA CLASSIC TEST				
76	VISA-TEST				

The second and third tables are currently empty. At the bottom of the screen, there are navigation icons and a status indicator showing '(3990)'.

Credit Card Definition Bucket Selection Screen

Session 2 CU*BASE GOLD Edition - TEST CREDIT UNION

File Edit Tools Help

Credit Card Definition UPDATE

Begin with type Category code 17 VISA GOLD Show dates 00000000 [MMDDYYYY] (blank for all)

Typ	Seq	Start	End	Rate	Rate Code	Description	Promo or Default	Rate Locked	Active Loans	Not Active Loans
BT	999	Mar 04, 2013	Oct 13, 2013	5.000	000	balance transfer	Default		0	0
BT	998	Oct 14, 2013	Default	0.025	005	balance transfer	Active		0	0
BT	002	Jan 01, 2015	Mar 31, 2015	17.990	000	Balance Transfer Promo	Promo		0	0
BT	001	Aug 01, 2014	Sep 01, 2014	0.000	000	Balance Transfer Promo	Promo		0	0
CA	999	Default	Oct 07, 2013	12.000	000	CASH ADVANCE	Default		0	0
CA	998	Oct 08, 2013	Oct 13, 2013	9.990	000	CASH ADVANCE	Default		0	0
CA	997	Oct 14, 2013	Default	3.000	046	CASH ADVANCE	Active		0	0
CA	001	Aug 15, 2014	Sep 15, 2014	0.000	000	Balance Transfer Promo	Promo		0	0
PU	999	Default	Default	7.250	000	Test	Active		0	0
PU	005	Aug 01, 2015	Aug 31, 2015	5.990	000	Back 2 School Promotion	Promo		0	0
PU	004	Dec 01, 2015	Dec 31, 2015	5.000	000	Christmas Promotion	Promo		0	0
PU	003	Aug 06, 2014	Aug 31, 2014	3.990	000	BACK TO SCHOOL PROMO	Promo		0	0
PU	002	Aug 01, 2014	Aug 05, 2014	0.000	000	Purchase Promo	Promo		0	0
PU	001	Jan 31, 2014	Mar 31, 2014	8.500	000	Promo	Promo		0	0

Change Delete View History Update default rate

Add New
Skip

← → ↑ ↓ ⌂ 🔗 ⓘ ? @ (3931)

Select "Add New" to enter the new promotion.

2. Select the Add New button to begin adding the promotion.

3. When the next screen appears, input the charge type for the promotion (Balance Transfer "BT", Purchase "PU", or Cash Advance "CA").

Credit Card Definition Rate Setup Screen

Session 2 CU*BASE GOLD Edition - TEST CREDIT UNION

File Edit Tools Help

Credit Card Definition ADD

Category code 17 VISA GOLD

Type PU Sequence 000 Unlocked

Start date Nov 15, 2016 [MMDDYYYY] End date Dec 11, 2016 [MMDDYYYY]
(Leave start date and end date zero for the default code)

Description Opening Day Special Statement description Hunter Special

Rate 2.990 Daily rate 0.0000000000000000

Roll start date 00000000 Roll rate 0.000 Roll daily rate 0.0000000000000000

Variable Rate Information General Rate Information

Variable rate code

Use grace period
Forgive finance charges for zero balance loans

Transaction charges:
% of transaction amount 0.000
Minimum 0.00
Maximum 0.00 (Max 999.99 = no maximum)

Transaction finance charge G/L account
Transaction description

Skip
Comments
Unlock
Verify

← → ↑ ↓ ⌂ 🔗 ⓘ ? @ (1731)

4. Enter the effective date range, the interest rate, description and any additional transaction fees that are applicable.

5. Once the screen is complete, use Enter to refresh the buttons at the bottom of the screen, and use Update to add this record to the loan category.

Credit Card Definition Rate Setup Update Screen

Session 2 CU*BASE GOLD Edition - TEST CREDIT UNION

File Edit Tools Help

Credit Card Definition ADD

Category code 17 VISA GOLD

Type **PU** Purchase Sequence 000 Unlocked

Start date **Nov 15, 2016** [MMDDYYYY] End date **Dec 11, 2016** [MMDDYYYY]
(Leave start date and end date zero for the default code)

Description **Opening Day Special** Statement description **Hunter Special**

Rate **2.990** Daily rate **0.00019100000000**

Roll start date **00000000** Roll rate **0.000** Roll daily rate **0.00000000000000**

Variable Rate Information	General Rate Information
Variable rate code <input type="text"/>	<input type="checkbox"/> Use grace period
	<input type="checkbox"/> Forgive finance charges for zero balance loans
	Transaction charges:
	% of transaction amount 0.000
	Minimum 0.00
	Maximum 0.00 (Max 999.99 = no maximum)
	Transaction finance charge G/L account <input type="text"/>
	Transaction description <input type="text"/>

Skip
Update
Comments
Unlock

WU (1731) 11/02/16

Once you select update the promotion is ready. In the example above, all purchases between November 15 – December 11 will be assigned a 2.99% interest rate, to promote Opening Day. There is no need to add a rate expiration record, as the effective beginning and end dates are configured in one record.

Credit Card Rate Maintenance

Session 2 CU*BASE GOLD - TEST CREDIT UNION
File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]
Current loan category 16 VISA CLASSIC

Charge Type	Detail Category	Pending	Lock	Current		Master		Description
				Rate	Code	Rate	Code	
BT 999	16			18.000		18.000		balance transfer
CA 999	16			15.000		15.000		cash advance
PU 999	16	P		1.990		12.000		purchases
PU 999	16	P		2.990		18.000		purchases

Select Lock/Unlock
 ↑ ↓

(4196)

2. Highlight the Charge Type, and choose Select.

You will have to select and work with each rate bucket separately if the promotion applies to multiple buckets.

Credit Card Rate Detail Screen Maintenance

Session 2 CU*BASE GOLD Edition - TEST CREDIT UNION
File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]
Current loan category 16 VISA CLASSIC
Detail loan category 16 VISA CLASSIC
Charge type PU 999 Description purchases Master rate 18.000
Date range: From 0000000000 To Jul 24, 2013 Filter All Pending

S	R	ID	Effective Date	Old Rate	Old Rate Code	New Rate	New Rate Code	Card Detail	Comment
M			Mar 01, 2017	2.990		.000		16	END SPECIAL RATE
U	S			18.000		2.990		16	SPECIAL RATE

Change Delete View
 ↑ ↓

Refresh
 Add
 Card Rate History

(4197)

3. Add a new rate override by using the Add button.

Credit Card Rate Maintenance Reason Selection Screen

Session 2 CU*BASE GOLD Edition - Rate Maintenance

Account # [REDACTED] CHANGE

Current loan category

Detail loan category 16 VISA CLASSIC

Charge type PU 999 Description purchases

Date range: From Default To Jul 24, 2013

Current rate 2.990 Rate code Master 18.000

Change reason S Special Rate

New rate 02.990

Comment SPECIAL RATE

Effective date Nov 15, 2016 [MMDDYYYY] 11/15/2016

Refresh

Skip

Navigation icons: back, forward, up, down, print, refresh, help, search, @

(1727)

4. Enter the new rate, and in the comment field, the description assigned to the promotion. Enter the effective date that the new rate will be available to the member. Using the spyglass, select 'S' Special Rate, or 'C' Customer Match, depending on your internal preference. Use Enter to update the screen.

Session 0 CU*BASE GOLD Edition - Confirm Update

Update immediately?

New rate will be 1.990

Confirm

Skip

Navigation icons: back, forward, up, down, print, refresh, help, search, @

(1723)

5. As most rate override changes are effective immediately, the confirmation screen above alerts you that the rate will take effect immediately upon confirmation.

After confirming the message, CU*BASE returns to the rate maintenance screen, where you can see the rate is now adjusted. Use the instructions above to continue to add rate promotions for any buckets needed.

OVERRIDE RATE EXPIRATION

If the rate should expire, which typically override rates do after a certain period, then you will need to add one more record for the expiration.

1. While at the rate maintenance screen for the charge type, you will again select to add a new record.

Credit Card Rate Maintenance Purchase Bucket Detail Screen

Session 2 CU*BASE GOLD Edition - TEST CREDIT UNION

File Edit Tools Help

Rate Maintenance CHANGE

Account # [REDACTED]

Current loan category 16 VISA CLASSIC

Detail loan category 16 VISA CLASSIC

Charge type PU 999 Description purchases Master rate 18.000

Date range: From 0000000000 To Jul 24, 2013 Filter All Pending

S	R	ID	Effective Date	Old Rate	Old Rate Code	New Rate	New Rate Code	Card Detail	Comment
	M		Mar 01, 2017	2.990		.000		16	END SPECIAL RATE
U	S			2.990		2.990		16	SPECIAL RATE
U	S			18.000		2.990		16	SPECIAL RATE

Change
 Delete
 View

Refresh

Add

Card Rate History

Navigation icons: back, forward, up, down, print, link, info, help, search

(4197)

2. On the next screen, use the spyglass to select 'M' Master Rate or 'R' Resume Rate to end the promotion and return the member to their previous rate. These two options will look at your interest rate on the bucket when changing the rate back at the expiration timeframe.

Credit Card Rate Maintenance Reason Selection Screen

Session 2 CU*BASE GOLD Edition - Reason Selection

Code	Short Description	Description	Refresh
C	Valued	Valued Customer	
M	Master	Refresh Master Rate	Y
P	Penalty	Penalty Rate	
R	Resume	Resume Current Rate	Y
S	Special	Special Rate	

Select

Navigation icons: back, forward, up, down, print, link, info, help, search

(3032)

3. Leave the interest rate at 0% (so it will return to the the interest rate on the charge type) and enter your effective date.

Please note that is a member should have the rate until the end of the month, set your expiration date for the 1st of the month.

Credit Card Rate Maintenance Screen

Session 2 CU*BASE GOLD Edition - Rate Maintenance

Account # [REDACTED] CHANGE

Current loan category

Detail loan category 16 VISA CLASSIC

Charge type PU 999 Description purchases

Date range: From Default To Jul 24, 2013

Current rate 2.990 Rate code Master 18.000

Change reason Refresh Master Rate

New rate 00.000

Comment END SPECIAL RATE

Effective date Mar 01, 2017 [MMDDYYYY] 03/01/2017

Refresh

Skip

Navigation icons: back, forward, up, down, search, help, refresh, @

(1727)

4. Use Enter to return to the rate maintenance screen and update the rate expiration.

EXAMPLE PROMOTIONS

Balance Transfer Promotion

How to Market: Run a Balance Transfer promotion during the month of February to encourage members to consolidate credit cards/loans they may have taken to cover Christmas expenses.

How to Create: Create this promotion using the Rate Override process on Page 11.

Memorial Day Special

How to Market: Offer a promotion on the Purchase bucket for the weekend as a kick off to summer fun.

How to Create: Create this promotion using the Loan Category Promotion process on Page 8.

July 4th Special

How to Market: Celebrate Independence Day with lower rates on Purchase charge types.

How to Create: Create this promotion using the Loan Category Promotion process on Page 8.

Back to School Special

How to Market: Offer a Purchase promotion for the month of August to help with back to school costs, such as clothes, school supplies etc.

How to Create: Create this promotion using the Loan Category Promotion process on Page 8.

Christmas Special/Holiday Special

How to Market: Run a Purchase promotion for the month of December to help with Christmas or other holiday expenses.

How to Create: Create this promotion using the Loan Category Promotion process on Page 8.

New Member Introductory Rate

How to Market: Offer a lower interest rate for the first 12 months on a member's new credit card.

How to Create: Create this promotion using the Introductory Rate process on Page 3.