

Step up to a debit program that clearly raises the bar.

INCREASE TRANSACTIONS • STRENGTHEN LOYALTY • REDUCE FRAUD



CO-OP Debit is a best-in-class card program that includes the most comprehensive array of member-loyalty, security and efficiency benefits available to credit unions. Take advantage of the frontline experience of member credit unions, payments experts and project teams. CO-OP Debit offers you a proven way to turn a card portfolio that's a reliable revenue source into a product that helps increase transaction volume, profitability and member retention.

Top Reasons to Use CO-OP Debit

- 1 Increased revenue** generated by targeted programs that drive usage
- 2 Reduced operating costs** through credit union-focused support
- 3 Greater security** from experienced analysts and member-empowering capabilities
- 4 Member retention and growth** encouraged by a leading-edge debit offering that enhances your credit union's brand

CO-OP Debit offers:

- A single platform for PIN and Signature processing
- Powerful fraud protection and risk management
- Value-added loyalty, analytics and card-control capabilities
- Turnkey consumer marketing support

What's In It

- CO-OP Revelation® reports, analytics and consultation, to optimize debit and ATM performance
- CardNavSM by CO-OP card controls and alerts for a more secure and personalized card experience
- Member Rewards by CO-OP with mobile app and online access to build member loyalty
- ShopSPOT by CO-OP merchant-funded online and in-store rewards
- Turnkey marketing support to drive debit transactions, accessed through the CO-OP Marketing Portal

Is It Right for You?

Credit Union Challenges	CO-OP Debit Solutions
I want to generate more revenue from my debit portfolio.	Advanced analytics and turnkey marketing support help drive increased transactions.
I need a way to retain current members and appeal to prospective members.	A comprehensive loyalty program offers compelling rewards for requesting and frequently using your cards.
I need to reduce the impact of fraud on our bottom line.	Experienced analysts using sophisticated tools save credit unions millions in fraud losses a month.
I want to position our credit union as a leader when members are choosing their primary financial institutions.	Offering a best-in-class debit product strengthens your credit union's image as an innovative and reliable financial resource.

For more information, contact Business Development at 800.782.9042, option 2 or send an email to sales@CO-OPfs.org

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Be There. Be More.

