

KP's

for

Credit Card Co.'s



Number of Accounts

This measures the total number of credit card accounts that a company holds, which can help gauge the overall size and reach of the business.

Credit Utilization Rate

This KPI tracks the percentage of available credit that customers are using, which can help assess risk and inform credit limit decisions.

Delinquency Rate

This measures the percentage of accounts that are past due on their payments, which can be an indicator of credit risk and financial stability.

Charge-off Rate

This measures the percentage of balances that the company writes off as uncollectible, which can help gauge the effectiveness of credit risk management.

Average Transaction Size

This KPI tracks the average amount that customers spend per transaction, which can help assess overall profitability and customer spending habits.

Reward Redemption Rate

This measures the percentage of customers who redeem their rewards, which can help gauge the effectiveness of rewards programs and customer engagement.

Customer Retention Rate

This KPI tracks the percentage of customers who continue to use the credit card company's services over time, which can help gauge customer satisfaction and loyalty.

Net Promoter Score

This measures customer satisfaction and loyalty by asking customers to rate the likelihood that they would recommend the credit card company to others.

Thank You...