TopWallet™ Playbook

Powered by Strivve, Inc.

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WELCOME TO THE STRIVVE FAMILY!

Our team is excited to begin this partnership and see how we can directly impact your Card-on-File placement with your members. This playbook is designed to help you execute a successful launch as well as maximize online card usage and transaction volume throughout the cardholder lifecycle. We are here to enable your team to realize maximum revenue.

ABOUT STRIVVE

The Strivve solution will empower your members to update where they shop and pay online (Amazon, Netflix, Uber, Utilities, etc.) simultaneously, saving cardholders time and ensuring your organization wins transaction volume.

Strivve solutions are focused on powering effortless member experiences that put your brand first. There are many dimensions of key issuer value which Strivve solutions can materially influence. First, member benefit with lower effort online card use from your card related offerings. Moreover, your credit union benefits with additional transaction volumes and income. Increased Card Not Present (CNP) debit card online use has tripled most credit union interchange income amounts. The cards placed by Strivve have lower fraud exposure and they deliver ongoing revenue from just one single Strivve card placement fee. In the case of credit products, Strivve can help improve interest income as well by accelerating and incentivizing card activations which helps with many Early Month On Book (EMOB) KPI metrics that are already in place. Finally, Member Satisfaction and Net Promoter Score are two issuer KPI's that are measured heavily throughout the financial services industry and Strivve solutions have a measurable impact on overall satisfaction levels and improvements.

Top to bottom, our platform was designed and built to safeguard cardholders and their data from unintended exposure, malicious attacks, and more by adhering to the Payment Card Industry Data Security Standard (PCI DSS) v3.2 requirements. Strivve ensures that your data is always protected by strict security.

If you have any questions please feel free to contact info@strivve.com

HOW TO BE SUCCESSFUL

Sharing success from other institutions, we recommend assembling a team that includes leaders who are responsible for card activations and most important card use. Frequently, the team is led by those who are responsible for portfolio P&L and/or card services income yield.

Successful use of Strivve begins with exposing members in these existing places of member engagement:

Step 1 Link to Activation Flows

Step 2 Add to Member Services

Step 3 Include in Promotions
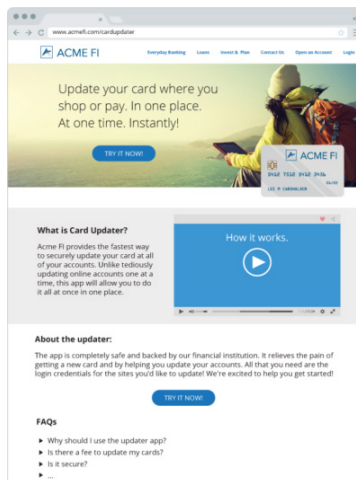
BEFORE YOU BEGIN

TOPWALLET™ TOOLS

TopWallet Tools is content, messaging, and mockups designed to accelerate the adoption of the Strivve solutions among members and improve awareness.
This Playbook is the recipe to increasing usage and maximizing Strivve benefits with TopWallet Tools being the ingredients to get you there. See Step 3 for more details:
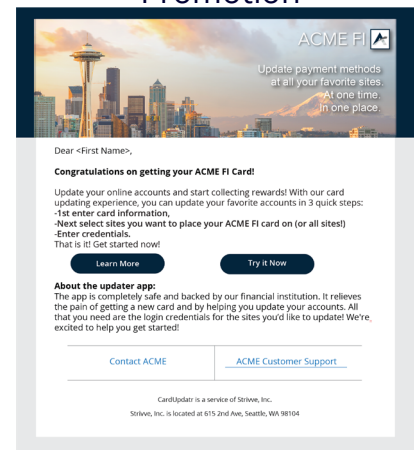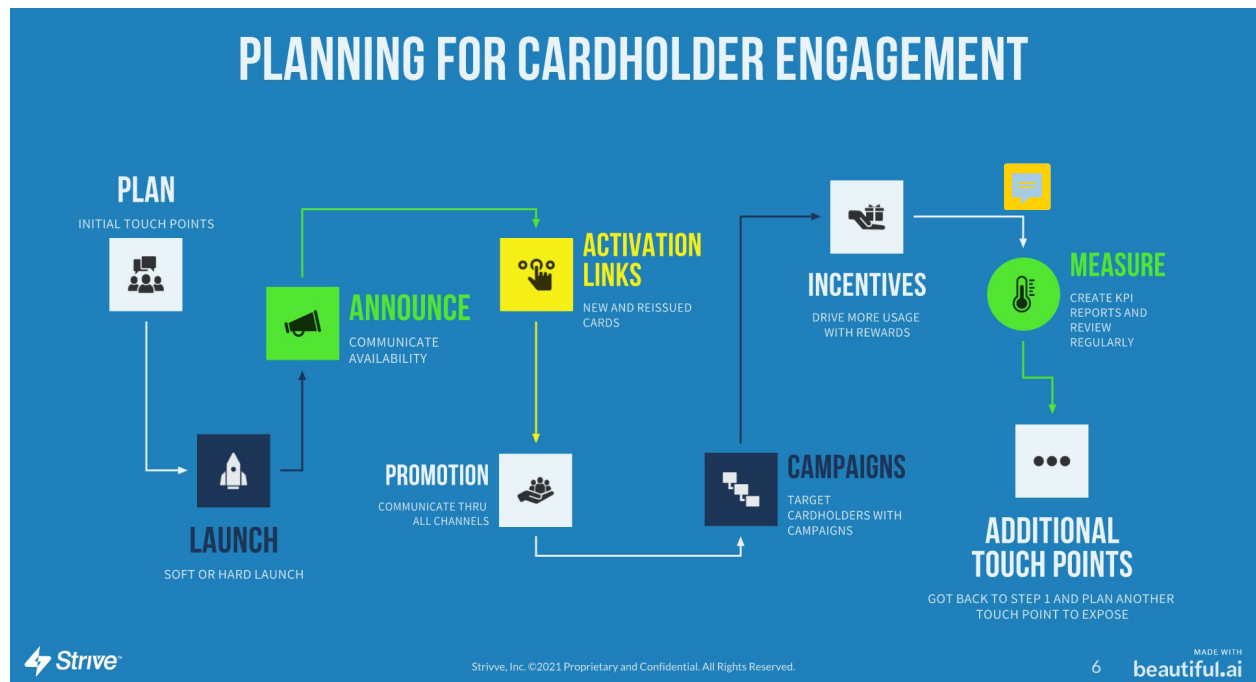
Activation

Buck Slip

Member Services

Landing Page with FAQs

Promotion

Email Copy

PLANNING FOR CARDHOLDER ENGAGEMENT

PLAN
INITIAL TOUCH POINTS

ANNOUNCE
COMMUNICATE AVAILABILITY

ACTIVATION LINKS
NEW AND REISSUED CARDS

INCENTIVES
DRIVE MORE USAGE WITH REWARDS

MEASURE
CREATE KPI REPORTS AND REVIEW REGULARLY

LAUNCH
SOFT OR HARD LAUNCH

PROMOTION
COMMUNICATE THRU ALL CHANNELS

CAMPAIGNS
TARGET CARDHOLDERS WITH CAMPAIGNS

ADDITIONAL TOUCH POINTS
GOT BACK TO STEP 1 AND PLAN ANOTHER TOUCH POINT TO EXPOSE

⚡Strivve

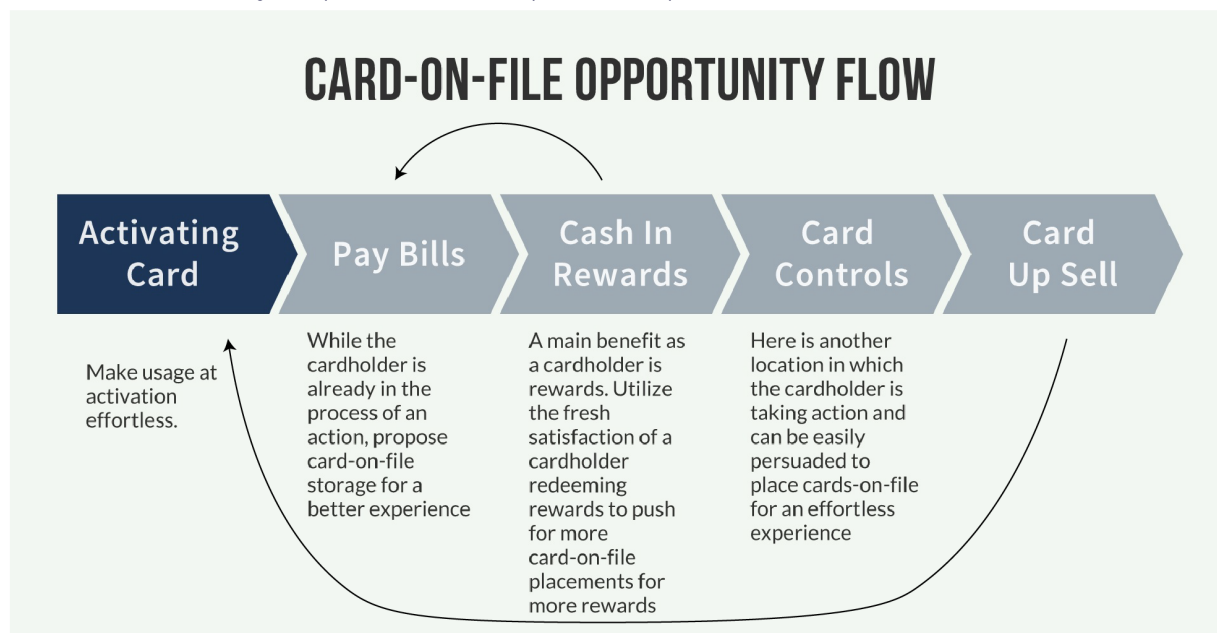Strivve, Inc. ©2021 Proprietary and Confidential. All Rights Reserved.

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MADE WITH beautiful.ai

STEP 1. ISSUANCE AND ACTIVATION

First and foremost, embedding your Strivve solution into your activation process will be the most important step to maximizing card usage. This is our number one recommendation to increase usage because this is when the member is most motivated and excited to use your card.

The member lifecycle provides multiple touchpoints to drive card utilization.

CARD-ON-FILE OPPORTUNITY FLOW

Activating Card	Pay Bills	Cash In Rewards	Card Controls	Card Up Sell

Make usage at activation effortless.

While the cardholder is already in the process of an action, propose card-on-file storage for a better experience

A main benefit as a cardholder is rewards. Utilize the fresh satisfaction of a cardholder redeeming rewards to push for more card-on-file placements for more rewards

Here is another location in which the cardholder is taking action and can be easily persuaded to place cards-on-file for an effortless experience

Activation is the first, and most important, opportunity to establish lasting online usage. The member is excited about receiving their new card and motivated to take additional steps in maximizing card use, specifically with a service that is as effortless as Strivve.

BEST PRACTICES
Insert access to the Strivve solution in all cardholder communication

During the activation process:

- √ Use Strivve to impact Early Month On Book strategy
- √ If applicable, add Strivve to your activation app, as by prompting member to use Strivve immediately after activation is confirmed
- √ Prompt member to use the Strivve solution on activation Email
- √ Add QR code or link to the Strivve experience on card activation sticker
- √ Include a card insert with Strivve solution information in the envelope with the physical card
- √ Add Strivve promotion on the voicemail before activation via phone

STEP 2. MEMBER SERVICES

Convert painful member services events into positive member experiences and promote the use of your cards.

As we all know as card users, updating online accounts with new payment card information is a painful time-consuming experience. Strivve solutions can be embedded into a variety of member services touchpoints to provide a positive experience for members during forced card events.

BEST PRACTICES

Below is a listing of best practices to include Strivve as a core part of your member service practices

☑ **Include a reference to the card updating solution with Strivve in the menu tree of your call center for your Member Services Representatives**

☑ **Provide key training, along with frequently asked questions, and links to 'how it works' videos for every Member Services Representative**

☑ **Ensure your front line staff, including branch and call center representatives have seen a demonstration of the technology and been able to successfully update their own cards using the solution**

☑ **Ensure there is a formal member service protocol for how to handle member Level 1 (simple questions on the technology) to more complex Level 3 (something is functioning incorrectly) member service challenges**

☑ **Provide simple add-on questions for your branch and call center staff, including asking the question 'Have you tried our new card updating solution to update your online site accounts?' and others are key to driving member adoption.**

A live test demonstration of the technology is available at:
https://acmecu.ss01.cardupdatr.app/

Read our common FAQs here

STEP 3. PROMOTION

Now that your Strivve solution is embedded into the most important member touchpoints, what's next?

Strivve's solutions are the only card-on-file solutions that can be utilized to maximize card usage and promote engagement throughout the member lifecycle. We have provided your insitution with TopWallet Tools. TopWallet Tools was designed to help you think of innovative ways to increase card reach beyond activation. You will find that prompting your member to place a card on file is the MOST beneficial call to action to ANY member promotion. Card-on-file placements via campaigns will result in better member experience.

BEST PRACTICES

Build annual campaigns throughout the calander year around major consumer purchasing events to promote card usage. Below are a few of the many options which other issuers have used to engage their members:

- √ **Major shopping events**
  - √ Black Friday campaign
  - √ Holiday shopping campaigns
- √ **Major Sale Occasions**
  - √ Prime Day
  - √ Labor Day
  - √ Memorial Day
  - √ Anniversary Sales
  - √ Mothers Day,
  - √ Fathers Day
  - √ etc
- √ **Promoting Online Shopping**
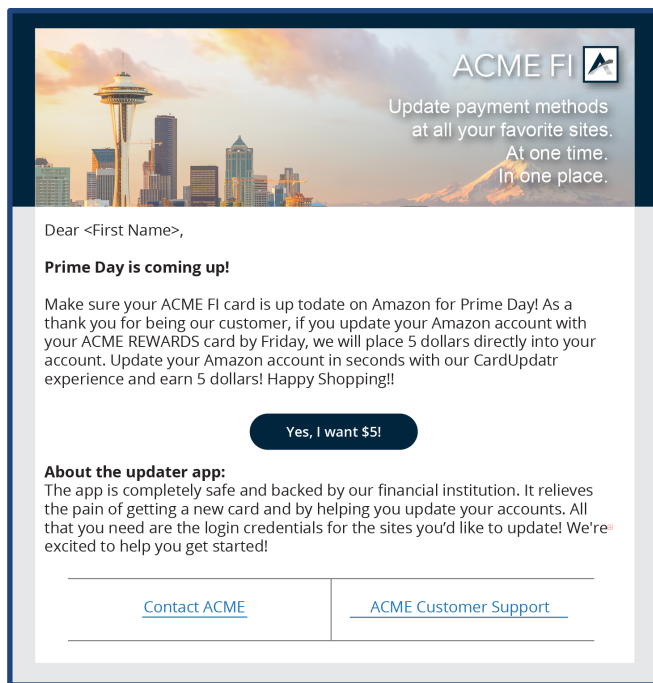- √ **Pushing Underutilized Cards**
- √ **Double Points Day**

To see example email campaigns for these events, download your sample TopWallet Tools [here](#)

For more information or to request branded content, email Lauren Patrick, lpatrick@ strivve.com
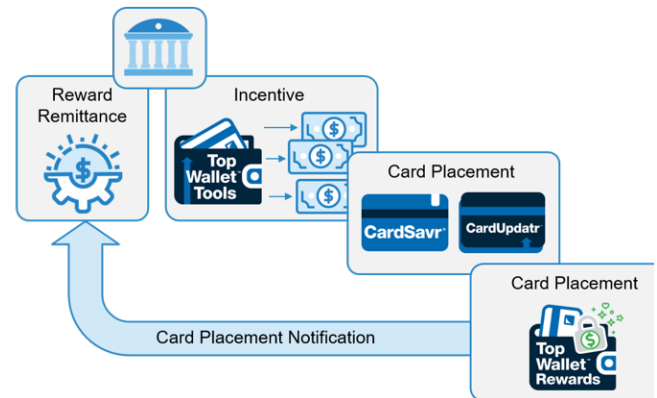
TOPWALLET REWARDS

Instantly reward your members for placing a card-on-file. With the high value of Top of Wallet, it can be mutually beneficial to offer cardholders a small reward for placing their card-on-file:

MEMBER VIEW

BEHIND THE SCENES

In this example, the value of having a card-on-file for Amazon is high enough that the financial institution has decided to offer a reward to incentivize the member. With TopWallet Rewards, Strivve can notify your system in real time the member completes that Amazon update to trigger the $5 reward.

Benefits:
- Allows you to provide real-time reward incentives to your member when they place your card(s) on-file as the default payment method
- Generates continued strong brand loyalty between issuer and member
- Increases revenue from default payment method or "Top of Wallet" placement at online merchants or biller

For information on TopWallet Rewards click here
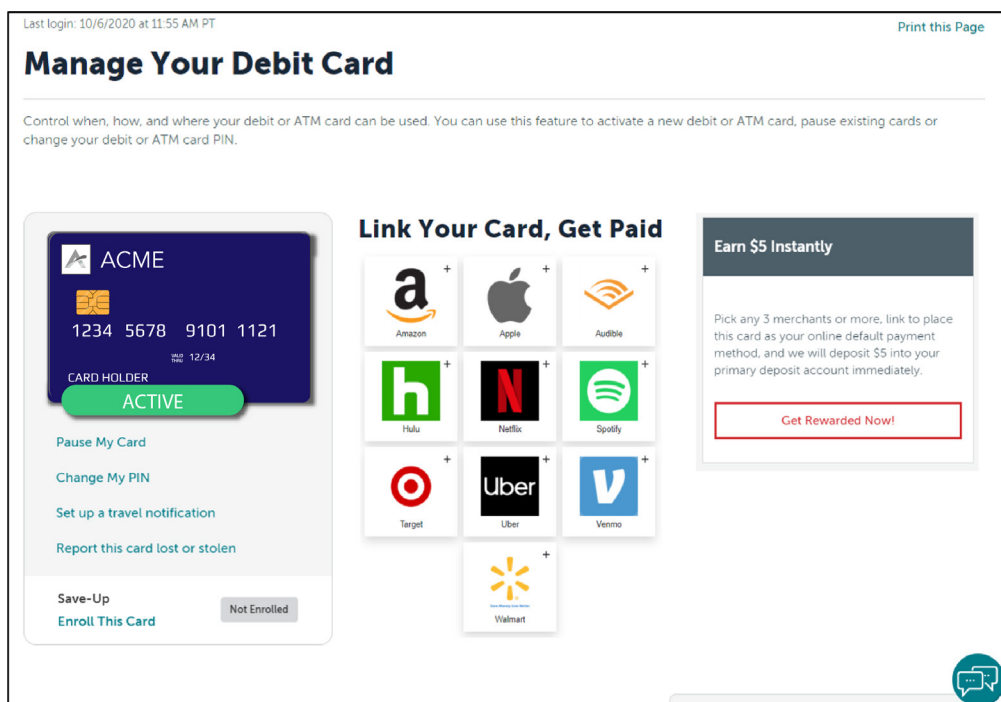
ADDITIONAL PLACEMENTS: CARD CONTROLS

Card Controls represent the everyday access member have to credit or debit card information. Card Controls are typically associated with the card menu on the bank website or banking app. Similar to activation, including Strivve solutions as part the Card Controls can help maximize card reach by making a laborsome member experience effortless.

BEST PRACTICES
Include access to the updating experience where member interact with your website:

> √ Menu item on website under cards
> √ When a card is "locked" offer to update accounts with another one of YOUR cards to retain transaction volume
> √ When a card is "unlocked" or found, make sure their accounts are up to date by providing Strivve
> √ If you offer a vacation notice, offer Strivve to ensure bills and subscriptions are still being paid while the cardholder is away.

See how Strivve can connect rewards programs with the card controls use case:

Last login: 10/6/2020 at 11:55 AM PT   Print this Page

Manage Your Debit Card

Control when, how, and where your debit or ATM card can be used. You can use this feature to activate a new debit or ATM card, pause existing cards or change your debit or ATM card PIN.

ACME
1234 5678 9101 1121
VALID THRU 12/34
CARD HOLDER
ACTIVE

Pause My Card

Change My PIN

Set up a travel notification

Report this card lost or stolen

Save-Up   Not Enrolled
Enroll This Card

Link Your Card, Get Paid

Amazon   Apple   Audible
Hulu   Netflix   Spotify
Target   Uber   Venmo
Walmart

Earn $5 Instantly

Pick any 3 merchants or more, link to place this card as your online default payment method, and we will deposit $5 into your primary deposit account immediately.

Get Rewarded Now!

REVIEW FOR DEPTH AND BREADTH

At the end of the day, the highest level of integration in conjunction with using as many touch-points and channels as possible will result in maximum adoption, usage, and ultimately revenue.

MOMENTS OF MEMBER ENGAGEMENT

Here is a sample list of the member moments with which you can consider using Strivve's solutions, the first and fastest being all experiences relating to card activations:

- Online Customer Service Applications and Portals
- Call Center Member Interactions
- In-Branch/In-Person Customer Service for Card Products
- New Customer Card Activations Physical Plastic Issued
- New Customer Card Activations Digital Card Issued
- Card Re-issuances Physical Plastic
- Card Re-issuances Digital Issued Cards
- Card Switching - Digital Banking
- Card Controls - Digital Banking

CHANNELS OF MEMBER COMMUNICATIONS

- Digital Communication Channels
- Post-issuance but pre activation, Post Activation Communications
- E-Mail, SMS, Newsletters, Card Carriers, Websites,
- Card Balance Payment Communications/Statements Physical
- Card Balance Payment Communications/Statements Digital

STRIVVE SOLUTIONS OVERVIEW

To learn more about our solutions and the different options of integration, please review our solutiion overview document [here](#).