

## U.S. Credit Card Satisfaction Study



*J.D. Power U.S. Credit Card Satisfaction Study<sup>SM</sup>*, now in its thirteenth year, examines customer satisfaction with the products and services provided by their primary credit card issuer. A subscription to this study will help you identify and leverage key drivers of credit card satisfaction among customers in the United States. You'll also receive actionable insights about critical success factors like customer loyalty, advocacy and card usage.

**\$307**

Customers who fully understand their rewards program spend an average of **\$307** more per month.

**36%**

of credit card customers say they do not fully understand the rewards available to them.

THE KEY FOR ISSUERS IN THIS COMPETITIVE ENVIRONMENT IS TO ENSURE THEY ARE OFFERING THE TYPES OF BENEFITS THAT RESONATE WITH CUSTOMERS.

Jim Miller, Senior Director of the Banking Practice, J.D. Power

### Deliverables:

Four Times Per Subscription Year

- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking your company's performance compared with your industry peers across key drivers of satisfaction, as well as loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive peer comparisons

### Wave 4 Additional Deliverables:

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Access to VoX Platform—J.D. Power's proprietary interactive reporting interface
- The complete study data file with consumer survey responses
- Net Promoter Score®—This study includes Bain Certified NPS® by J.D. Power; presentation slides with NPS Rank Chart and industry summary plus VoX access to NPS rank chart(s), verbatims and text analytics. Learn more at [jdpower.com/business/nps](http://jdpower.com/business/nps)