arroweye®

CustomerConnect™
Dynamic Card Marketing Technology That Drives Greater Affinity

In today's world of information, if you're not taking advantage of those insights from the amount of data you have collected on your customers, you're missing out on a big opportunity to propel greater loyalty and lift for your card programs.

Whether it is launching a debit reward or a credit incentive program or simply offering seasonal promotions, card marketers must compete for attention from an increasingly-sophisticated audience and strive to engage them in a more meaningful and captivating way.

Let's get you noticed.

Arroweye CustomerConnect is a responsive card solution combining its patented digital on-demand technology with virtually any additional customer data stream to help card issuers build targeted, personalized marketing programs. Card marketers will now have the flexibility to incorporate consumer-centric preferences dynamically on each card, carrier, and packaging making it a true one-to-one connection.

Instead of sending a mass mailing to broad demographic, you can develop highly customized mailings based on specific customer's specific interests, credit history, geography or spending habits. The result is personalized card marketing mailings with higher targeting efficiency, greater customer affinity and share of mind.

Key Benefits

More Choices
To break through the clutter, the timely use of dynamic rich content in your card mailings has noticeable impacts on customer adoption. CustomerConnect can give you unlimited choices to brand and customize each card, carrier and packaging so that each mailing stands out on its own.

Boost Customer Affinity
Consumers are oversaturated with mailings. When you can incorporate their unique preferences and interests in each of your loyalty card marketing campaigns, you get their attention and your offers stand out from the pile. Our CustomerConnect solution allows you to build deeper relationships with your customers and ultimately greater card usage and loyalty.

Increase Efficiency
By combining tailored promotions or offers in your marketing campaign, you can maximize resources for your marketing activities and boost targeting efficiencies and return on investment.

Gain Velocity
Each card and its components are produced dynamically and on-demand when they are ordered. This will give your card programs faster speed to market and improved agility to respond to changing industry and consumer needs.

How It Works

Embossing file contains a predefined set of text-based information

Customer data feed adds dynamic rich content into production processing

Digital On-Demand Fulfillment

Order Processing
Merge data and generate orders

Production
Cards, carriers, inserts & labels printed digitally on-demand

Packaging & Shipping
Within 24-48 Hours

A Dual Purpose Debit + ID Card

GOAL: Highly Customized, Secure, On-Demand Invention

The City of Oakland is looking to provide a secure, photo identification and banking solution to the unbanked community. They partnered with Praxell, a prepaid card program manager, to source this highly dynamic program, which has never been done before. Producing these cards requires a high level of customization and precision. Each card must be personalized specifically to each account holder and produced on-demand.

SOLUTION: Dynamic Innovation through Partnership with Praxell and ABNote

Using Arroweye's CustomerConnect, Praxell provides a data stream of each card holder's unique information including photo, signature, and other personal information. Arroweye then merges it with the traditional processing file into ordering process. Using the card's base core stock provided by ABNote that has the guilloche printed on it, Arroweye's secure printing technology ensures the card has the same level of security as a driver's license. The high level of customization, flexibility and security required to produce each individual card is only made possible with Arroweye's CustomerConnect solution.

RESULT: Adoption Boost and Industry Recognition

The success of the program is well-received by the community. It also boosts confidence in the state government circuit and prompts wider adoption in other CA cities. The card program was recently recognized for its technological innovation by the International Card Manufacturers Association (ICMA), receiving the award for Best Government Identification Card in the Association's Elan Awards.

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