

What Matters Most To Private Label Credit Cardholders?

Release Date:

Monday, August 17, 2015 3:28 pm EDT


Terms:

[Co-brand credit cards](#) [1] [Consumer Credit Cards](#) [2] [Synchrony Bank](#) [3] [Synchrony Financial](#) [4] [Research & Analytics](#) [5]

Dateline City:

Stamford, CT

Across all 15 categories studied, research confirmed that private label credit cards appeal to consumers because of value-added retailer based card benefits, including rich reward programs, seamless customer service and tools to easily manage their account.



WHAT MATTERS MOST TO PRIVATE LABEL CREDIT CARDHOLDERS?

Across all 15 categories studied, research confirmed that private label credit cards appeal to consumers because of value-added retailer based card benefits, including rich reward programs, seamless customer service and tools to easily manage their account.

Drivers of Satisfaction

Card benefits, reward programs and billing statements are the biggest drivers of private label cardholder satisfaction.

% IMPACT ON SATISFACTION FOR PRIVATE LABEL CARDHOLDER





Cardholder Satisfaction

Synchrony Bank private label card programs focus on what matters most to customers and receive high ratings in key areas.



88% 😊
SATISFIED WITH
REWARDS
PROGRAM



90% 😊
SATISFIED WITH
THE APPLICATION
PROCESS



8 OUT OF 10 😊
SAY IT IS EASY TO FIND
INFORMATION ON THEIR
BILLING STATEMENT



7 OUT OF 10 😊
SATISFIED WITH
CARD BENEFITS



Industry Opportunities

- ★ Drive card benefit awareness
- ★ Continue to focus messaging on how cardholders earn and redeem rewards

Customer service is another important part of the private label credit cardholder experience.

% OF SYNCHRONY BANK CARDHOLDERS SATISFIED WITH EACH AREA OF CUSTOMER SERVICE



94% 
ACCOUNT
MANAGEMENT
WEBSITE



92% 
PHONE REP
INTERACTION



97% 
MOBILE
SERVICE SITE

2015 Synchrony Financial Cardholder Satisfaction Study. Conducted by ORC International on behalf of Synchrony Bank. Study included N=2007 private label and co-branded credit cardholders across 15 different product categories. "Satisfaction = "Very and Somewhat" satisfied combined from 5 pt scale. © 2015 Synchrony Financial All rights reserved. No reuse without prior written consent from Synchrony Financial.

Language:
English

Source URL: <https://newsroom.synchrony.com/press-release/co-brand-credit-cards/what-matters-most-private-label-credit-cardholders>

Links:

- [1] <http://newsroom.synchrony.com/category/tags/%5Bcatpath-raw%5D-52>
- [2] <http://newsroom.synchrony.com/category/tags/%5Bcatpath-raw%5D-32>
- [3] <http://newsroom.synchrony.com/category/tags/%5Bcatpath-raw%5D-1>
- [4] <http://newsroom.synchrony.com/category/tags/%5Bcatpath-raw%5D-26>
- [5] <http://newsroom.synchrony.com/category/press-release-category/%5Bcatpath-raw%5D-0>