

Increase revenue and cardholder loyalty with *Recurring Payments*

As consumers face increasing pressures and time constraints, they look for new ways to simplify their lives and manage their finances. Increasingly, consumers save time by choosing the convenience of *Recurring Payments* over traditional bill payment methods. In fact, two-thirds of U.S. households now pay some bills on a recurring basis.*

The Discover® Network *Recurring Payments* program offers your cardholders a simple way to pay their bills, helping to increase loyalty and drive your card to top of wallet.

Build customer loyalty

By offering the convenience of *Recurring Payments* to your cardholders, you can benefit from increased loyalty and retention. An industry study showed 67% of cardholders are more likely to cancel a card that is not linked to a recurring payment.*

Increase card usage and revenue

In today's highly competitive environment, new programs that focus on convenience help you attract and retain new cardholders. The *Recurring Payments* program strengthens preference and usage of your card, driving it to top of wallet and increasing volume for you on more profitable credit transactions. *Recurring Payments* also provides a predictable revenue stream as your cardholders increasingly rely on recurring payments to simplify their lives.

Convert cash and check purchases to credit

Recurring Payments allows you to capture revenue from purchases traditionally made through check or cash installments, such as insurance premiums, orthodontics or tuition. This increases revenue for you, while providing your cardholders with increased convenience, better reporting, more protection and the ability to earn rewards for their purchases (when applicable).

Merchant adoption equals volume growth

As merchants look to increase convenience options for their customers, they increasingly rely on the benefits of *Recurring Payments* to help them. Merchant participation is rapidly expanding in industries such as insurance, utilities, education, property management and more. Increased merchant participation drives growth in interchange revenue for issuers because purchases are made on their Discover® Network Card instead of cash or check.

Turn *Recurring Payments* into additional revenue for you

For more information, call **866-847-2344** or visit **DiscoverNetwork.com**.

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For Issuers

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The popularity of *Recurring Payments*

The most widely adopted types of *Recurring Payments* include:*

- Auto and life insurance
- Cable and satellite TV
- Health club memberships
- Internet services
- Toll passes
- Wireless phone service

Increase card usage with free *Recurring Payments* marketing support.

Discover Network offers free marketing support to help promote awareness and drive card usage, including:

- Program content
- Marketing templates
- Promotional statement language
- Program tips and training support
- Joint marketing opportunities with participating merchants
- Online directory of participating merchants

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