



## MARKETING



### INTRODUCING SYNERGENT REWARDS

Members have many choices when selecting a financial institution. How do you make your credit union stand out from the rest while gaining Primary Financial Institution (PFI) and top of wallet status?

Synergent Rewards is a turnkey, cost-effective solution that integrates directly with the Jack Henry™ Symitar® core processing platform. It rewards members for completing actions each month as defined by your credit union as part of its rewards program. This is a valuable tool in member acquisition, retention, and relationship-building and can increase product usage to achieve PFI designation.

### REWARDS YOUR WAY

With the ability to be white-labeled, your new rewards program instantly becomes part of your brand. Synergent Rewards also empowers you to control the criteria set for members to qualify for rewards.

Some examples include:

- Defining qualifying card transactions
- Establishing a minimum number of ACH or ATM deposits or withdrawals
- Setting minimum use requirements for digital banking
- eStatement opt-in incentive
- Matching rewards cycle with statement cycle

### MEMBER REWARDS

Because this is a highly configurable program, your credit union defines how rewards are given.

Rewards could include:

- Cash back
- ATM fee refunds
- Higher yield dividends

### SET IT AND FORGET IT

This simple, intuitive rewards program allows members to enroll, then efficiently achieve rewards by conducting normal day-to-day transactions and actions.

Synergent Rewards is a Jack Henry™ Symitar® core-based rewards program designed to help credit unions build strong relationships with members by providing incentives to use specific services.

- Reward members for using products and services
- Become members' primary financial institution
- Flexible rewards program configuration
- Symitar core integration

*“Synergent Rewards makes it simple to improve the financial lives of membership by rewarding beneficial behaviors. This manageable solution helps retain members while increasing product utilization through a rewards program that is easy to understand. As a trusted partner and an integration hub for credit union services, Synergent built this Rewards Platform directly on the core to increase the value and utility of core processing, designed to support unique member and credit union objectives.”*

**- Doug MacDonald**  
VP Marketing Services  
Synergent

## FOR MORE INFORMATION

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Because Synergent Rewards is built on the Symitar platform and tied to your core, no additional servers, third-party file transfers, or end-of-month staff time is required. Synced data never leaves the core, flowing only between Symitar and Synergent Rewards, and qualifies member eligibility to post rewards for fulfillment.

### CONNECT WITH YOUR MEMBERS

Coaching members about the rewards available to them and celebrating their rewards success are great touchpoint opportunities for you to connect in a personal way. Drive member engagement and retention with eReward notifications. Keep members engaged and enthusiastic about your credit union via Synergent Rewards!

### SYNERGENT REWARDS FEATURES

- Integration with Symitar core processing solution
- No additional software, maintenance, or third-party file transfers needed—member data never leaves the core!
- eRewards notifications
- White-label with credit union branding

- Choose and configure your combination of program rules

- Choose and configure member rewards

Monthly Rewards Statement No images? [Click here](#)

**my cu**

**You earned cash back rewards this month!**

Hello John,

Congratulations! You have earned cash back and ATM fee refunds on your checking account for the monthly qualification cycle beginning 6/30/2019 and ending 7/30/2019.

#### REWARDS SUMMARY

	CASH BACK	<b>\$2.90</b>
	ATM FEES REFUNDED	<b>\$8.00</b>
	NUMBER OF DEBIT CARD SWIPES	<b>10</b>
	TOTAL DEBIT CARD SPEND	<b>\$301.84</b>
	ACH DEPOSITS AND/OR PAYMENTS	<b>2</b>

Cash Back Earned Year-to-Date	<b>\$15.70</b>
ATM Fees Refunded Year-to-Date	<b>\$24.00</b>

**QUESTIONS? Please contact us.**