

cbsi Survey Results

JULY 2015

Holiday Shopping Preparation

What type of increase in card spend do you experience during the Holiday Shopping Season (Thanksgiving through New Year's Day)?	Response Ratio
Heavy	57.6%
Medium	29.7%
Rare	8.6%
No Change	1.1%
Other	0.0%
No Responses	3.0%

What type of Customer Service Call Center increase do you experience during the Holiday Shopping Season (Thanksgiving through New Year's Day)?	Response Ratio
Heavy	44.7%
Medium	40.6%
Rare	6.4%
No Change	3.4%
No Responses	4.9%

Does your company promote any specific Holiday Shopping Benefits prior to the Holiday Shopping Season?	Response Ratio
Yes	22.4%
No	62.3%
Other	12.8%
No Responses	2.5%

Specifically which Benefits products or Services do you promote (select all that apply)?	Response Ratio
Warranty Manager	44.5%
Purchase Protection	33.8%
Price Match / Guarantee	15.6%
Travel Emergency Services	5.5%
Concierge	1.5%
Auto Rental	22.6%
Other	1.3%

Are you considering promoting Benefits related to the Holiday Shopping Season?	Response Ratio
Yes	49.8%
No	26.6%
No Responses	23.6%

How do you make your customers aware of your Holiday Season Shopping Benefits (Select all that Apply)?	Response Ratio
Statement Inserts	62.4%
Annual Disclosure Documentation	89.5%
Branch Offices	44.5%
Email	18.6%
Social Media (e.g., Facebook, Twitter, Pinterest, etc.)	2.6%
Company Website	68.6%
Direct Mail	1.3%
Call Center Interactions	67.7%
Other	18.2%